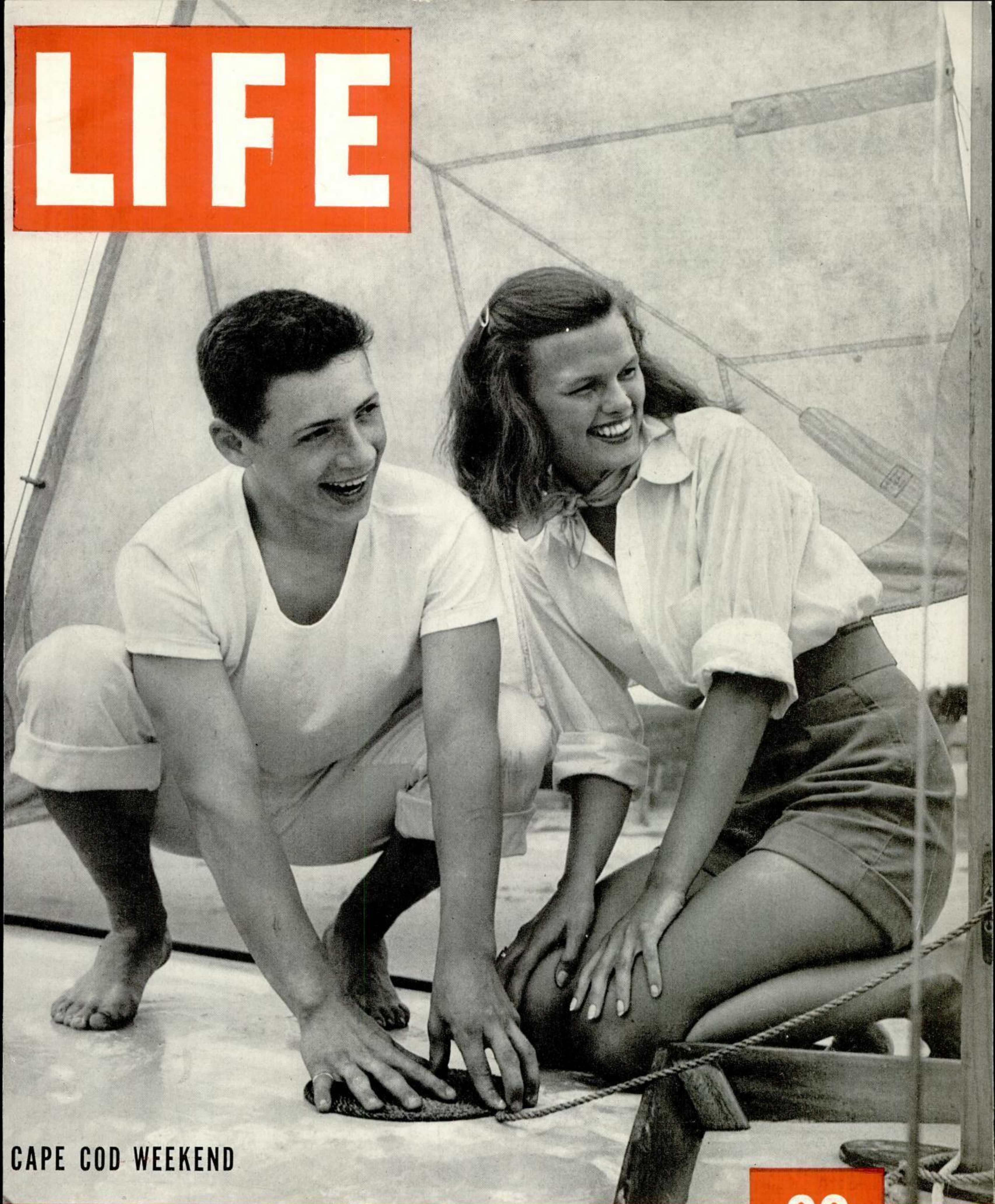


LIFE



CAPE COD WEEKEND

JUNE 21, 1948 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

Seashells, Seashells—

Swept in by Father Neptune—transformed into towel-clips—to make a beach of your bathroom wall! Water-born, too, the Cannons you'll want to go with them—for they take their color from the cool, deep sea, their pattern from the waves. Soft-drying Cannons are wonderful to have around you on a hot summer's day, so—have plenty! And save at Cannon prices: from about 39c to \$2.95.

Cannon Mills, Inc., 70 Worth Street, New York 13, N. Y.



"Do you think I could Model?" asked this mother



Mermaids turn green with envy to see how Judy and Bonnie, coached by Nicki, can swim. Even more important, Mrs. Ellis is teaching them how to have a smile as brilliant as her own—a smile she trusts only to Ipana care. Wouldn't *you*—knowing that Ipana is the tooth paste dentists recommend and use 2 to 1, according to a recent nationwide survey? Get a tube of Ipana today!

**Photographers always told Nicki Ellis she had a "model" smile.
One day she *did* something about it...**

"NICKI, WHY DON'T YOU become a model? A smile like yours belongs on magazine covers!"

That's what green-eyed, auburn-haired Mrs. Ralph Ellis heard for years from her artist and photographer friends. (Who should know the value of a smile better!)

What made Nicki suddenly decide to be-

come a model? You guessed it: rising living costs. This lovely mother put her smile (and what a smile!) to work—and is now one of Chicago's most successful models.

You may be sure that Nicki, who owes so much to her smile, teaches Judy and Bonnie to safeguard *their* smiles by following her own prized dental routine: *Regular brushing with Ipana Tooth Paste, then gentle gum massage.*



Follow your dentist's advice about gum massage. Correct massage is so important to the health of your gums and the beauty of your smile that 9 out of 10 dentists recommend it regularly or in special cases, according to a recent national survey! *Help your dentist guard your smile of beauty.*



Big Sister Judy, a first-grader in school, leads the way for Bonnie, a kindergarten student, in their nightly care of teeth and gums. If *your* gums flash a warning tinge of "pink," *see your dentist*. Let him decide whether yours is a case for "the helpful stimulation of Ipana and gentle massage."

IPANA TOOTH PASTE
for your Smile of Beauty



My, how you've grown! Judy, 6 years old, and Bonnie, 5, love to pretend they're glamorous models like their mother. Which they may very well be, some day. For Nicki knows that a "model" smile depends on sparkling teeth—and that firm, healthy gums are important to sparkling teeth. Want to start *your* family towards "model" smiles? Start now with Ipana care.



P.S. For correct brushing, use the **DOUBLE DUTY** Tooth Brush with the twist in the handle. 1,000 dentists helped design it!

This One



PKH1-H5A-UOSL

LIFE'S REPORTS



PRINCE'S CASTLE BULGES WITH ART WORK, OLD WEAPONS, RELATIVES

LIECHTENSTEIN

Friend of stamp and coin collectors, it has a false-tooth surplus, a royal housing shortage

by NOEL F. BUSCH

The Principality of Liechtenstein (pop. 12,000) is a constitutional monarchy of 60 square miles nestled in the Alps between Switzerland and Austria. The reigning prince, Franz Josef II, is aided by a coalition government composed of the leader of the Burgher party and the leader of the Fatherland party. Both parties stand for democracy, the monarchy and the Catholic Church. The chief difference between them is that the Burgher party is headed by a Mr. Frick and the Fatherland party by a Mr. Nigg.

Mr. Frick, who operates as Liechtenstein's President, its Secretary of State, Treasury and Education, its Chief of Police and its Postmaster General, is thin. Mr. Nigg, who operates as Vice President, Undersecretary of State, Treasury and Education, Assistant Chief of Police and Postmaster Lieutenant General, is fat. They share offices on the floor below Liechtenstein's 15-chair parliamentary chamber in the capital, Vaduz. Mr. Frick and Mr. Nigg are good friends and recently posed for a group photograph of the government made by Liechtenstein's official photographer. The photographer's name is Mr. Quick.

The activities of Mr. Frick and Mr. Nigg mainly concern the police force and the post office, especially the latter. The police force of Liechtenstein, which is also the nation's closest approach to an army, consists of nine policemen and one police dog, Rex. Liechtenstein's last real crime occurred two years ago but the police department nonetheless has administrative difficulties. These consist of getting Rex out from under the head policeman's desk when visitors arrive.

Administrative problems in the post office department are more complex because about one fourth of Liechtenstein's national revenue comes from the sale of stamps. The demand for Liechtenstein stamps does not come from local residents, most of whom are within walking if not shouting distance of each other, but from foreign philatelists. To ensure a steady sale of Liechtenstein stamps the post office department gets out new issues every year. Dreaming up new designs for the stamps and then passing on the results, as

CONTINUED ON PAGE 4

Have Happy Days
in Keds!



STRIDE Keds feel as good as they look exploring the wide open spaces or giving your all on the gym floor. Shockproof Arch Cushion, ventilating eyelets, special molded soles. Black, brown, natural.



Being lightfooted in TRIUMPH is the natural thing to do. With Shockproof Arch Cushion, they take to the turf as they do to the tennis court. Comfortable, loose-lined.

KEDS SHOCKPROOF ARCH CUSHION



SHOCKPROOF
INSOLE
CUSHIONED
HEEL

Only Keds Have ALL These Features:

- Scientific Last lets toes grip for action
- Slanted two-piece tops; won't bind
- Smooth inside construction
- Balanced toughness throughout
- Traction Soles; non-marking
- Pull-proof eyelets
- Wash clean with soap and water

They're not Keds unless the name Keds appears on the shoe



PEASANT is youngster's delight because it's dressy and dashing enough for mother! See that vamp piping, cut-down quarter and lush sponge sole. Blue or brown.

U.S. Keds
The Shoe of Champions

MADE ONLY BY

U.S. RUBBER
SERVING THROUGH SCIENCE

UNITED STATES RUBBER COMPANY



Who Pays for Telephone Expansion?

INVESTORS DO

They invest in telephone bonds and stocks and we use the money to build new telephone facilities. On the other hand, the money you pay us for telephone service is used for wages, taxes, depreciation and other operating costs.

So when you read about the millions of dollars we

are putting into our expansion program—or see a new building going up—it is good to be able to say: “Thanks, Mr. and Mrs. Investor. Thanks for putting up so much money so we can have so much more and better telephone service.”

That’s the way it happens.

BELL TELEPHONE SYSTEM



that's extra!

AT NO EXTRA COST

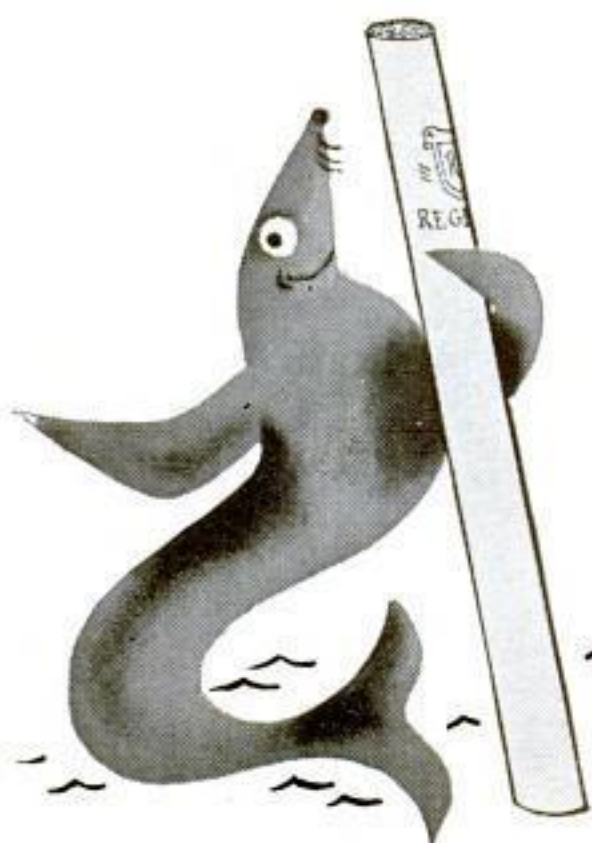
1 CRUSH-PROOF BOX . . . to keep your Regents fresh, firm and fit from one through twenty—

that's extra!



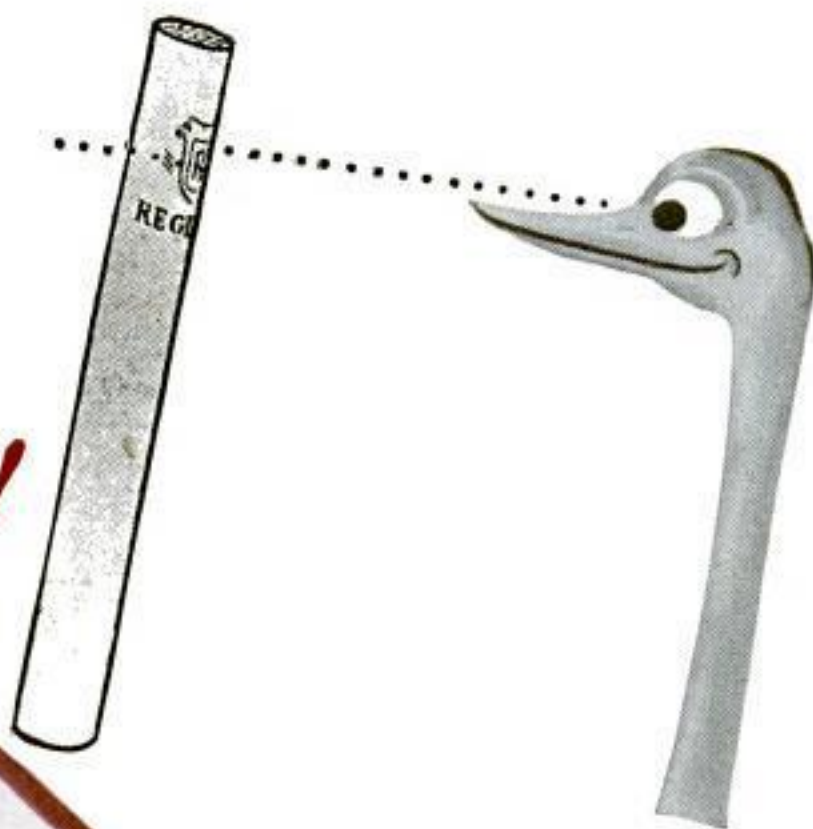
2 OVAL SHAPED . . . to make it gracefully slender and to give you a slower burning, cooler smoke . . .

that's extra!



3 20% LONGER . . . King Size to give you one-fifth more smoothly pleasant smoking enjoyment—

that's extra!



4 MULTIPLE-BLENDED . . . an exclusive process which brings you the world's choicest tobacco in perfect flavor balance—

that's extra!

REGENT

Popular Price . . . they cost no more than ordinary cigarettes.

LIFE'S REPORTS CONTINUED



FRANZ JOSEF II, Liechtenstein ruler, adorns one of its many stamps.

executed by his three staff artists, is Mr. Frick's major function.

Liechtenstein, like the rest of the world, has postwar problems. One is that the bottom, not to say the uppers, has dropped out of the false-tooth industry. Before the war false teeth accounted for most of Liechtenstein's export trade. Germany alone used to buy an average of one tooth a year per person. The products of Liechtenstein's two tooth factories were considered Europe's finest.

The current decay of the false-tooth industry, due less to Europe's shortage of food than to its shortage of money, directly affects the income of Liechtenstein's ancient and aristocratic ruling house, which owns most of the tooth-making facilities. Fortunately Franz Josef II, who ascended the throne when his great-uncle, Franz I, died in 1938, also controls one of Liechtenstein's two banks and a local "trading company" which barter with nations behind the Iron Curtain. Last year he thought up a way to bridge the gap in false-tooth exports by starting a company called Contina, which specializes in the manufacture of calculating machines. The calculating machines help the prince in combating another of Liechtenstein's postwar problems—his relatives.

The prince has a large and distinguished family. Through Löwensteins, Dietrichsteins, Fürstenbergs, Andrásys, Schünburgs, Esterházys and Kinskys, not to mention Habsburgs, he is connected with most of the rich and formerly semiroyal, if not ruling, families in eastern Europe. When the Iron Curtain descended

CONTINUED ON PAGE 6



FRICK



NIGG

Life..

the California Way!



You've dreamed of some day living or visiting in the land of sunshine—here is something you can do about it.

Start a California savings account with Standard Federal Savings and Loan Association.

3% (Current Dividend Rate)

Federal Insurance up to \$5,000 on your savings. Sound management assures the wise investment of your funds under the Officers and Directors of this conservative association.

C. A. DYKSTRA—Provost at University of California L.A.

GEO. M. EASON—President and General Manager

NORMAN M. LYON—Captain, U. S. N. R.

C. C. MCKEE—Engineer, Department of Water and Power, City of Los Angeles

M. PENN PHILLIPS—Land Developer

DWIGHT W. STEPHENSON—Attorney, Loeb and Loeb

E. BAILEY WEBB—Physician and Surgeon

Send for Standard's "Save by Mail Plan" and financial statement. Start by the 10th—earn from the 1st.

Write Today for your Free Copy of "California, Here I Come," picturing Life in California.

Geo. M. Eason
PRESIDENT



STANDARD FEDERAL SAVINGS and LOAN ASSOCIATION
735 SOUTH OLIVE STREET • LOS ANGELES 14, CALIF.

Perfect Dressing for Fish and Meat Salads



Meats, fish and poultry take on new savor when you add Heinz "57-Sauce"—17 flavors blended into one!





There was something
about the way
she looked at a man
that rang bells...

COLUMBIA
PICTURES
presents

**DOROTHY
LAMOUR**

as

Lulu Belle

co-starring

**GEORGE
MONTGOMERY**

with

Albert DEKKER • Otto KRUGER • Glenda FARRELL • Greg McCLURE

Screenplay by Everett Freeman • Additional Dialogue by Karl Kamb

Based upon the play by Charles MacArthur and Edward Sheldon, produced by David Belasco

Directed by LESLIE FENTON

A BENEDICT BOGEAUS PRODUCTION





GOLDEN GATE BRIDGE! Entrance to San Francisco's great harbor—largest single-span bridge in the world.

Everybody loves SAN FRANCISCO!

Its hills, cable cars, *bright sunshine* and fog, bridges, cosmopolitan atmosphere, invigorating *all-year* climate, people, life—there is so much to like about San Francisco. Everywhere are breath-taking views. Beautiful homes cling to the hillsides. Stately buildings reveal its civic pride, educational and cultural achievements.

Here where a gay and fascinating city contributes so much to the pleasure of living, and visiting, it is natural that San Franciscans enjoy the fine flavor of—

Beech-Nut Gum

*It has the flavor
everyone likes*



Beech-Nut
BEECHIES
Candy Coated Gum
—good, too—



GLORIOUS CITY! As different and distinctive as Paris or old Vienna.



CABLE CARS! CHINATOWN!
Exciting parts of San Francisco's unique charm and interest.



FISHERMEN'S WHARF! A touch of old Naples—a world apart.



A 4-story, 2,000 car garage is under **UNION SQUARE** in the heart of the city—a parking problem solved.

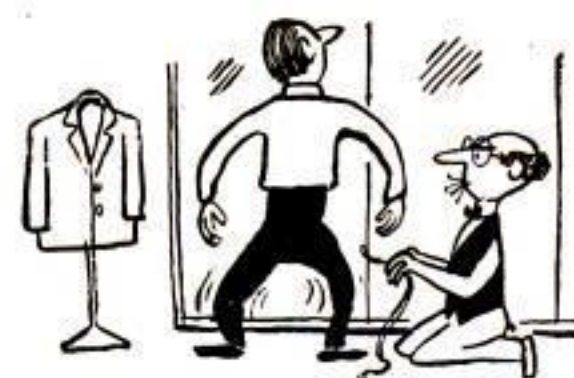
LIFE'S REPORTS CONTINUED

the Russians and their puppet governments speedily confiscated most of the prince's foreign properties, which included enough coal, Austrian forests and Czechoslovakian steel plants to make him one of Europe's 10 richest men. The Russians and their friends also confiscated most of the properties of his relatives. A swarm of the prince's dispossessed connections, from close in-laws to distant cousins, climbed quickly out of the branches of their stately but tottering family tree and made for Vaduz. Liechtenstein has strict citizenship requirements but no quota for royal immigrants, and most of them have stayed on, creating a serious housing shortage.

The center of Liechtenstein's housing shortage is at the Schloss Vaduz, which is the royal palace. Perched on a hill-top behind the capital, the Schloss has a magnificent view of the Alps and of the Rhine River which, not much bigger than a trout stream, flows through the fields beyond the town. Although it is perhaps the finest example extant of a medieval castle still operating on the original plan, the Schloss is not especially roomy and is filled up by the prince's immediate family and in-laws. In addition to himself, the Schloss at present contains the prince's attractive wife and their three children, all born since 1944; the princess' father, Count Wilczek; the prince's father and mother, Prince Aloys and Princess Elizabeth, and the prince's brother, Prince Henry, who, as envoy to Switzerland, is Liechtenstein's diplomatic corps. In addition spare rooms have to be kept more or less ready for the prince's four other bachelor brothers and his two sisters who, scattered around Europe, also turn up from time to time with their husbands and children.

When distant connections began to arrive during the war, the prince first put them in the Hunting Lodge, which sleeps about 60. He then filled up the Wald Hotel in Vaduz which holds 50 more. Eventually the influx, by reaching a total of 150, or more than 1% of the nation's population, filled up most of the inns and pensions in the kingdom's half-dozen settlements. They squabbled noisily over housing and precedence and disturbed the principality's calm in other ways.

One of the refugees was a motorcycle-racing enthusiast; he and his friends churned up



Though Cy was sartorial splendor,



*His shorts were
exceedingly slender.*



Said his tailor, "May I



Suggest that you try



*Arrow Shorts? They're the best
for our gender!"*



No chafing
center seam

Sanforized-labeled • gripper fasteners
elastic or tie side • SPRINTER (all-elastic
waistband) • adjustable back.

ARROW SHORTS

\$1.25 \$1.50 \$1.75 • Arrow Undershirts, 85¢ up

Made by the makers of Arrow Shirts
Cluett, Peabody & Co., Inc.

CONTINUED ON PAGE 8

You can't beat a Wilson BALL

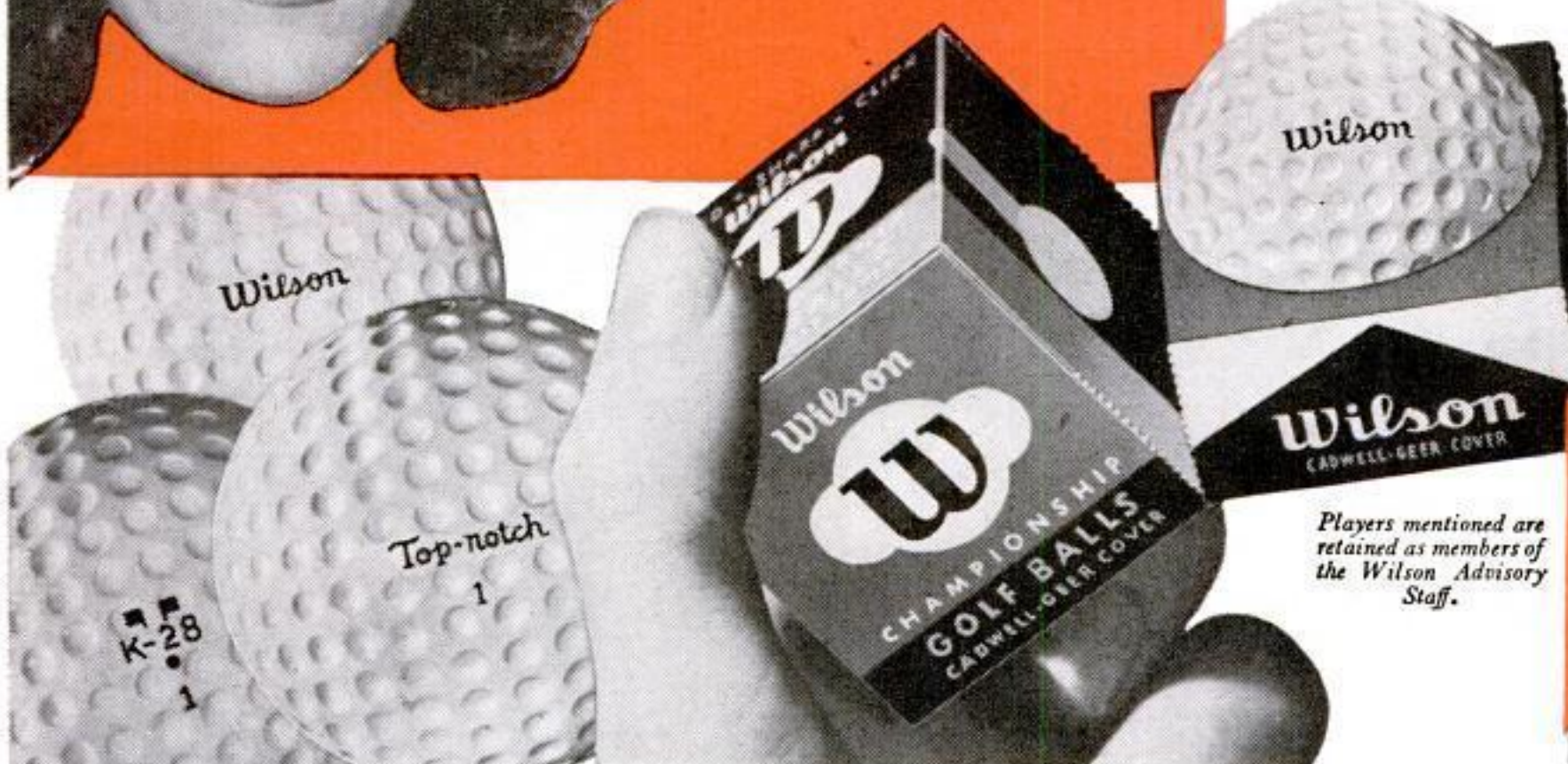
**for sharp click — quick getaway
true flight — pay-off yardage
and putting accuracy**

TAKE IT FROM THOSE WHO KNOW

*Ed "Rocky" Oliver — Jimi Ferrier — Sam Snead
Lloyd Mangrum — Patty Berg — Ellsworth Vines
"Bebe" Dribble — Gene Sarazen — E.J. "Dutch" Harrison*

To players who depend on golf for a living the ball is especially important. When they find one that meets the acid test of tournament play in every way—and out-performs the field—they stick to it. The top ranking players shown here, and many others have found that a Wilson (Top-Notch or K-28) with its super high compression, is that kind of a ball—and they recommend it to you.

In a Wilson Top-Notch or K-28, pure natural rubber thread is wound at the highest and most effective degree of tension, electronically controlled for uniformity and true balance. The result is a ball of unsurpassed superiority proved by modern high-compression testing equipment. A ball that will give you a new high in performance. See your Wilson dealer or golf professional.



In the "Break-Away" Package

Here's a convenience golfers like. A three-ball carton with each ball in a separate container. Break out a ball to play with. The others are kept clean and bright in their individual cartons. Your best buy is Wilson.

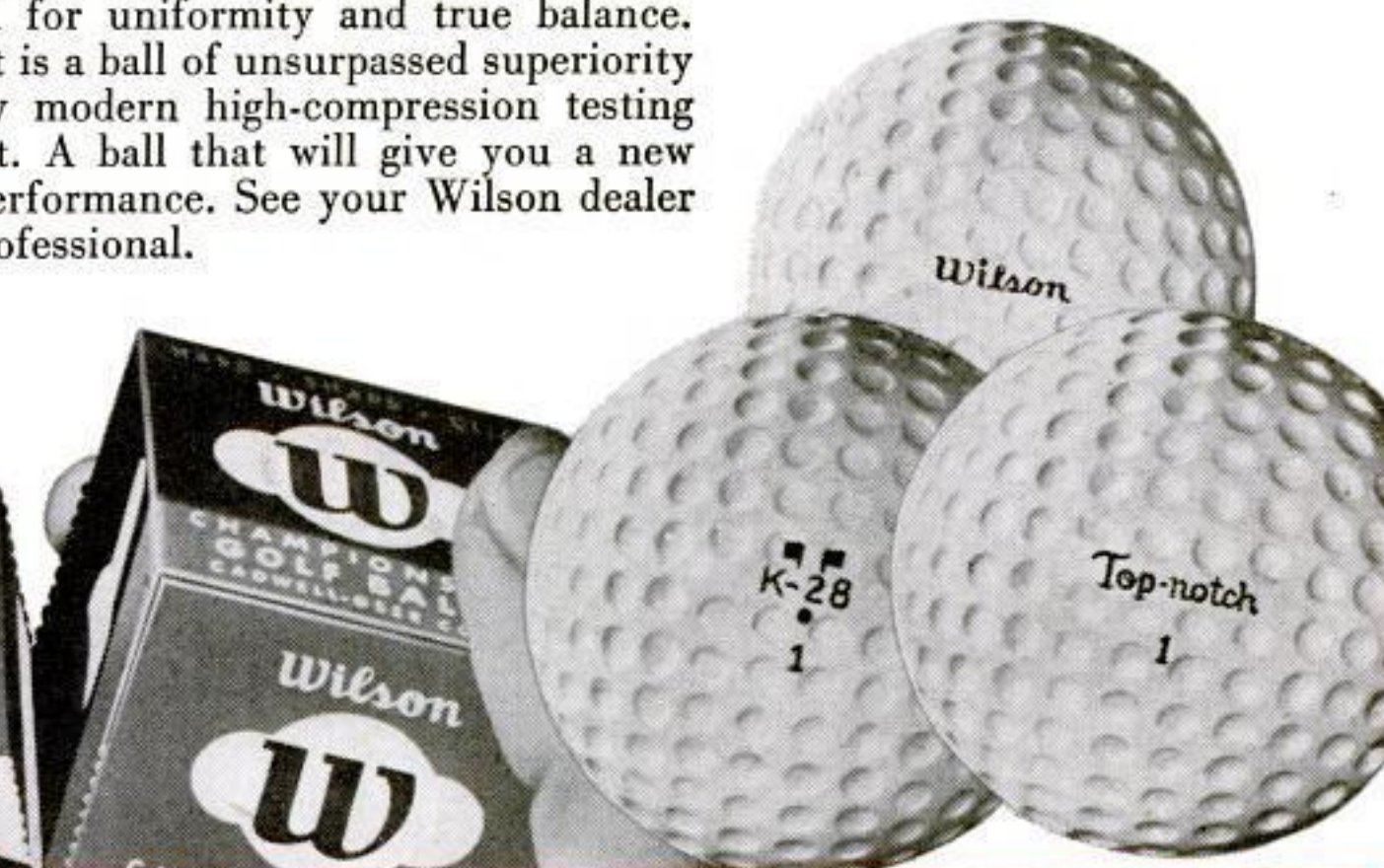
Eight out of thirteen

Wilson clubs and balls were used exclusively by the winners of eight of the first thirteen major open golf championships of 1948. Play your best with Wilson.

WILSON SPORTING GOODS CO., Chicago, New York and other leading cities
(A Wilson & Co., Inc. subsidiary)

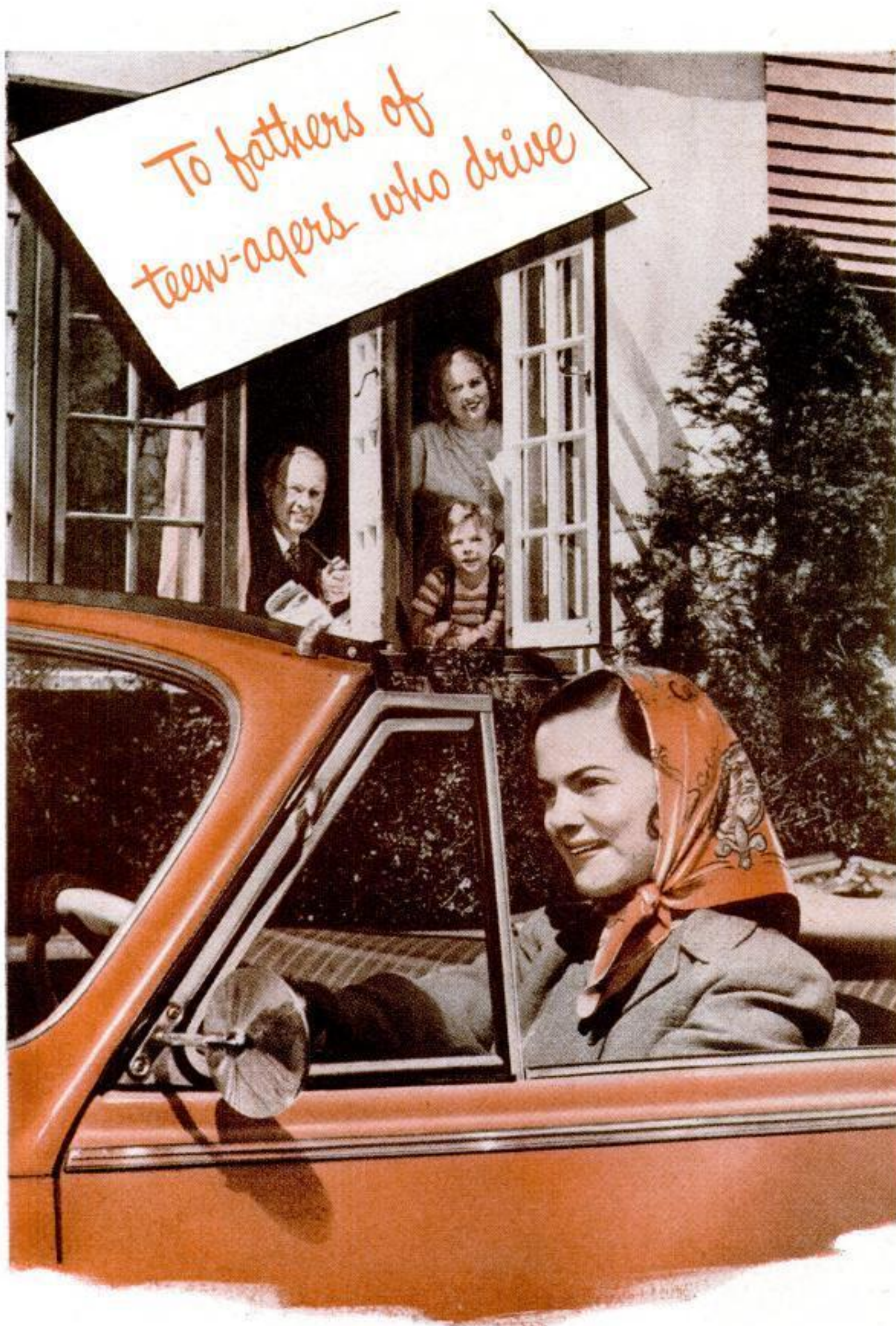
Wilson

THE LAST WORD IN SPORTS EQUIPMENT



Players mentioned are retained as members of the Wilson Advisory Staff.





DOUBLE protection against road hazards



TIP: You can forget flats if you use new Hood "400" tires with Hood Quick Seal tubes that seal punctures while you drive. Another double protection against road hazards.



today with HOOD "400" tires.

"Bodyguard" construction in these tires actually prevents many of the tire failures that can cause serious accidents.

"Bodyguard" construction consists of two layers of tough, resilient cord laid one on top of the other just under the tread. There they serve as *bruise shields*—just like a catcher's chest protector—and absorb the murderous shock of road bumps, prevent damage from reaching the tire's vital inner construction.

Combined with Hood's wider, level tread, "bodyguard" construction makes Hood tires longer lasting, safer from blow-outs than ever before. Today HOOD "400" tires give you and your family the most carefree ride rubber science can provide.

HOOD

the tire with a
BODYGUARD

LIFE'S REPORTS CONTINUED

so much dust on the roads that a petition had to be presented to the prince, asking for royal redress.

Another early refugee was an amusing Hungarian countess. The countess, like most Hungarians, was a talented *raconteuse*. When she got to Liechtenstein she perceived at once not only that it was a gold mine of anecdote but also that no one could appreciate the anecdotes as thoroughly as her friends in Budapest. In order to tell her Budapest friends the funny stories about Liechtenstein, the countess was naturally obliged to use the telephone. The stories were so good and the friends wanted to hear so many of them that the countess' telephone bills steadily increased. When they began averaging \$20 a day the prince did not have to consult a calculating machine to see that the monthly total would soon make quite a dent in the family, if not the national, budget. Furthermore it almost monopolized the Liechtenstein trunk line. The amusing Hungarian countess is now rationed to five long-distance calls between 10 a.m. and noon each day, thus freeing the trunk line for the use of Liechtenstein's large colony of lawyers.

Lawyers are present in large numbers in Liechtenstein because the tax laws of the principality, like those of Luxembourg, Panama, Tangiers and Uruguay, are favorable to international holding companies. Vaduz currently contains legal and other representatives of some 200 concerns ranging from Royal Dutch Shell to a British actor employed in the U.S. By means of his Liechtenstein subsidiary, the actor is legally relieved of the necessity of paying a double income tax in excess of his income. In Liechtenstein there is no ceiling on prices but there is a ceiling on income taxes. They must not exceed 10%.

The income-tax ceiling is one of Mr. Frick's major contributions as secretary of the treasury. Another is currency reform, which provided for the issue of gold pieces in 10- and 20-franc denominations. The purpose of the gold pieces is numismatic rather than financial; the idea is to make Liechtenstein's currency as desirable to coin collectors as its stamps are to stamp collectors.

Despite the immigration and false-tooth crises, the country's finances could hardly be more solid than they are already since they are backed

"I Grew it Myself"



Help Your Garden Grow
with **ACME**

GARDEN GUARD

Reg. U.S. Pat. Off.

Give your garden a chance by killing the bugs! Use Acme Rotenone Garden Guard, the *proved* insecticide with miracle-working Rotenone. Kills chewing and sap-sucking insects! Use as dust or spray. Buy it at Drug, Hardware, General, Feed and Seed stores.

Kills the Bugs

WRITE for free Spraying and Dusting Guide to: Acme White Lead & Color Works, Detroit 11, Mich., or see your Acme dealer.

ONE OF THE FAMOUS

ACME

INSECTICIDES REGULARLY USED BY
MILLIONS
OF HOME GARDENERS

Ask for the checkerboard package

NEWS FROM HOLLYWOOD...

for

FALSE TEETH WEARERS!

8 OUT OF 10 SCREEN PLAYERS WHO TESTED NEW COLEO PREFER IT!



NEW COLEO CLEANS
FALSE TEETH
Really Clean!

Million-dollar Hollywood smiles often mean costly plates and dentures. Coleo's exclusive ingredient that "fizzes" away film and surface stain in minutes made a big hit! No brushing! False teeth *gleam*. The taste is fresh, delightful. No danger of offensive breath from dentures. Nor does it fade them. Try Colgate-Palmolive-Peet's new Coleo for cleaner plates and dentures.

NEW "FIZZ" TYPE
CLEANSER FOR
FALSE TEETH



Hood Rubber Co., a Division of The B. F. Goodrich Co. Factories Coast to Coast: Akron, Ohio, Los Angeles, Calif., Oaks, Pa., Miami, Okla., Tuscaloosa, Ala.

CONTINUED ON PAGE 11

IT'S ALWAYS A *Good Morning* WHEN YOU WAKE UP TO MUSIC



Model 60

Science Proves: "WAKE-UP-TO-MUSIC" **GE CLOCK-RADIO**

wakes you *Soothingly*
—but alarms **SHOCK** you

Charts of Brain Waves certified by
Dr. Frederic Damrau



Music from G-E Clock-Radio
wakes you with steady nerves

Charts show significant findings of eminent scientist, Dr. Frederic Damrau, tabulated after an exhaustive study of wake-up tests on men and women of various ages.



Wonderful FM in a compact, beautiful table model and priced where you want it. Both FM and standard radio in **natural color tone**. Speaker with permanent magnet of G-E Alnico 5. In rich rosewood plastic. Model 356.



Take fun with you! Sport a 3-way Personal Portable! So light! (Only 5½ lbs.) So compact! (Only 8½" high.) Plays on AC, DC or batteries. Superb tone. Starts playing when door opens. Sleek metal case. Model 140.

**natural color
tone radios**

Music as a self-starter—what a happy way to greet the day! Not only happier—but far *healthier*, as proved by Dr. Damrau. No wonder the G-E Clock-Radio is America's bedside favorite. As a radio—it's a sweet sounding beauty! Glorious **natural color tone**. As an electric clock—it's a G-E, dependable year after year. As an electronic reminder—it's uncanny. Set it at night—it wakes you joyfully in the morning. Set it any time—it turns on a pet program *automatically*. You'd buy it on "looks" alone. In rosewood (Model 60) or ivory plastic (Model 62), at your G-E dealer's.

General Electric Co., Receiver Division, Electronics Park, Syracuse, N. Y.

GENERAL ELECTRIC

170-G6



International Deluxe Self-Charging Portable! 5 short-wave bands. Standard broadcasts, too. Easy-to-carry. Renews its power over and over again when you plug it into AC current. Push-button controls. Cabinet of sturdy die cast aluminum. Model 260.

You knew

the moment you saw it—this was your car. New, *all-new*, every inch and pound of it. A big, brawny frame under a sweeping, curved-arch silhouette. Longer, wider, lower—with a road-hugging look that beckoned you to get in and *go!* When you saw it, you said "This is it! This all-new 1949 Mercury is for me!"



You heard

the proud soft-spoken engine murmuring gently. You'd heard that sound before in cars far beyond your budget's reach. But here it was in an engine designed and built *exclusively* for Mercury... and in a choice of superb body styles, including Mercury's all-new Six-passenger Coupe and Six-passenger Convertible.

You held

the wheel easily because Mercury didn't "wind-wander" or "over-steer." Its sure-footed balance and down-to-earth roadability let you hold all roads securely. Its new, bigger super-balloon tires let you skim over the bumps without a tremor.

You touched

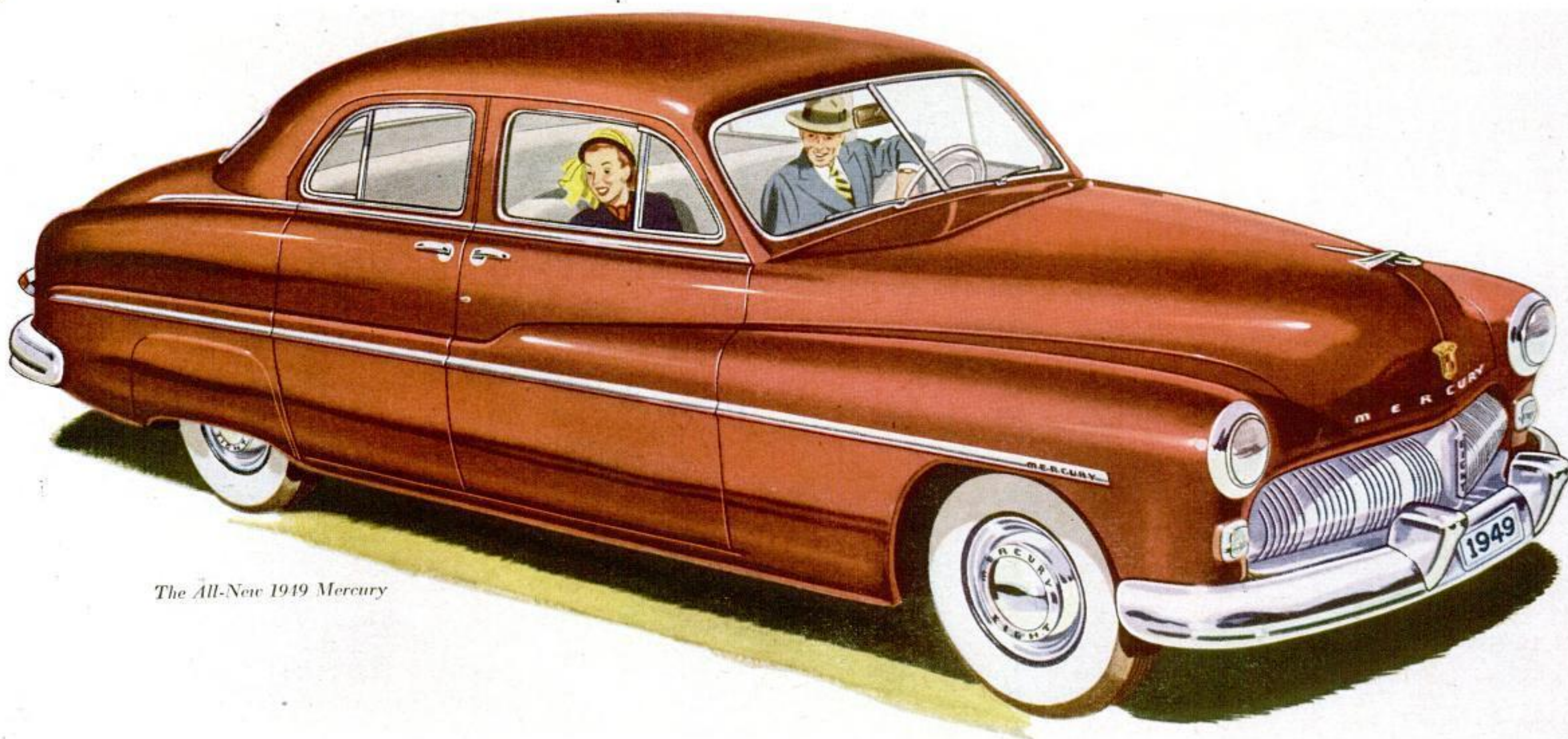
the brake pedal—just a slight touch—and Mercury's new *super-brakes* brought you gliding to a swift, sure stop. It was then you knew for sure that Mercury had made an all-new car—from top to tires—for you! *Your* car had finally come along. It was Mercury!

You sat

in a wide, "comfort zone" seat that shaped itself to *you*—above all-new spring suspension that gave you a lullaby ride over highways or byways. You filled the car with a controlled flow of fresh, filtered air from the leakproof "Fingertip Weather Control." This was the comfort you wanted in *your* car. This was Mercury.

Someday your car had to come along...

Not a "new model"... the All-New MERCURY



The All-New 1949 Mercury

L I N C O L N - M E R C U R Y D I V I S I O N O F F O R D M O T O R C O M P A N Y



BOUNDARIES DATE FROM 1719

by, among other things, the contents of the Schloss. As a collector Franz Josef II is less addicted to stamps or coins than, like most of his many ancestors, to good paintings, tapestries and statuary.

The Schloss now shelters one of the world's most valuable collections of such knick-knacks. All the available space in cellars, attics and storerooms is filled with paintings. Statues and tapestries are scattered around everywhere; almost any table is likely to support a Donatello bust or a Cellini vase, and on the walls of passages that are high enough priceless Gobelins hang yards deep.

Most of the paintings, statues and hangings are kept in the new part of the Schloss which is only a few centuries old. The old part, which was certainly standing in 1200 and perhaps for several hundred years before that, contains among other rooms, the armory. Liechtenstein was neutral in both the last two wars and has not participated in any major conflict since the Austro-Prussian War of 1866. (On that occasion she dispatched a gallant army of 80 men to fight for her ally Austria, but they arrived at the front to find that the war, which lasted only seven weeks, was over.) As a result, the newest weapons in the armory are cannons and muskets of the last century. Equipment dating further back is more complete and includes innumerable swords, dozens of crossbows and enough axes and lances to outfit King Arthur's court.

All this, the property of previous residents, is kept just where it always was and, naturally, in perfect working order. If a 12th Century Liechtenstein citizen chanced to turn up among the contemporary cousins he would find his helmet and iron gloves all shined up and ready, just about where he put them when he took them off the last time. Perhaps this is just as well; things being what they are in Liechtenstein, such an event would not be especially surprising.



*He's getting the Brush-off
... BUT GOOD!*

HE FLEW IN all the way from Cleveland just for this date... and it will be his last. She has had three bags full of him already. In just a minute now, when he suggests running over to the Stork, she's going to plead a headache and insist on home instead. There it will not only be *good night* but *good-by*. Too bad, too! He was really pretty crazy about her...

Still, if a man hasn't got sense enough to look after his breath that's the penalty he's likely to pay. Halitosis (bad breath)* can write you right out of the social picture.

How About You?

Unfortunately, you, yourself, may not know...may not even realize...when you're guilty. Therefore, isn't it just elementary wisdom to be extra careful about offending this way?

Be "extra careful" by using Listerine Antiseptic night and morning. And never, never, omit Listerine Antiseptic before any date when you want to be at your best.

Almost instantly this clear, cooling antiseptic makes breath fresher, sweeter, less likely to offend. You go forth with a wonderful feeling of greater assurance that others are going to like you.

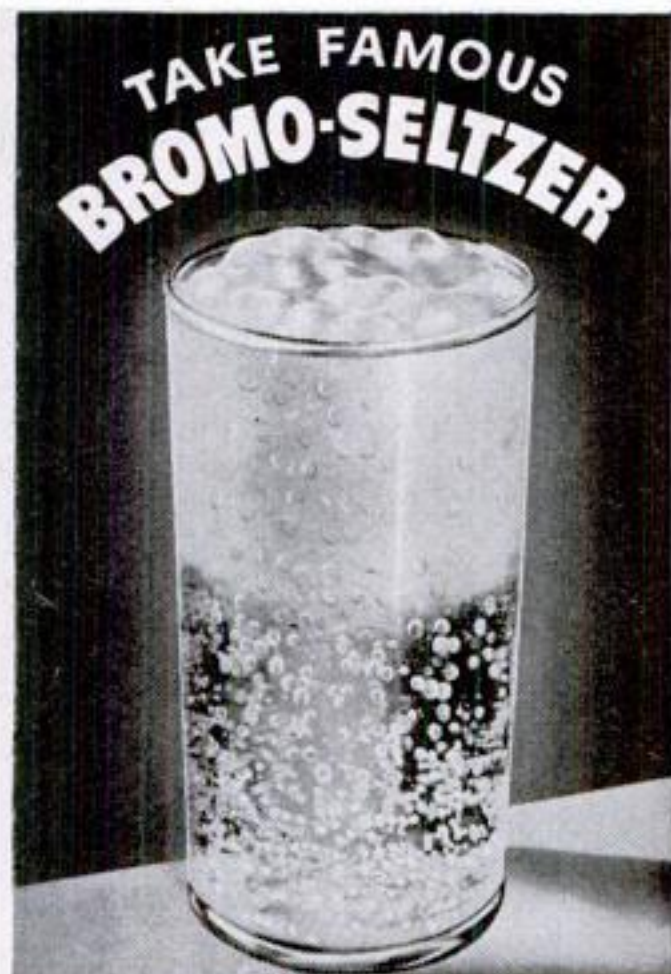
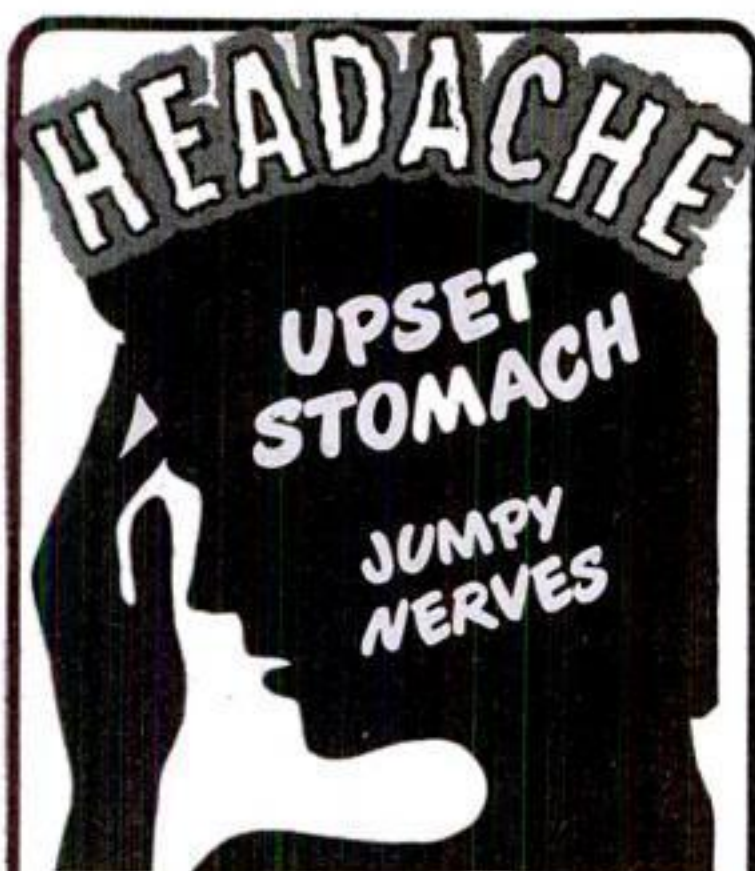
*While some cases of halitosis are of systemic origin, most cases, say some authorities, are due to the bacterial fermentation of tiny food particles clinging to mouth surfaces. Listerine Antiseptic quickly halts such fermentation, then overcomes the odors fermentation causes.

LAMBERT PHARMACAL COMPANY
St. Louis, Missouri

BEFORE ANY DATE BE EXTRA CAREFUL ABOUT YOUR BREATH

Use LISTERINE ANTISEPTIC

P.S. Have you tried the new Listerine Tooth Paste, the Minty 3-way Prescription for your Teeth?



When headache brings upset stomach and jumpy nerves, all at the same time, take Bromo-Seltzer for quick help. Because Bromo-Seltzer is famous for fighting ordinary headaches these three ways:

1. Relieves pain of headache
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which may team up for trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action...ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.



For FAST headache help
BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887



"CUSTER'S LAST FIGHT" BY JOHN ELDER SHOWS CUSTER ABOUT TO BE DONE IN BY AN INDIAN ARROW. CUSTER WAS KILLED BY A BULLET

SPEAKING OF PICTURES...

...ARTISTS HAD A FIELD DAY WITH CUSTER'S FAMOUS STAND



"CUSTER'S LAST CHARGE" BY FEODOR FUCHS HAS CUSTER GALLOPING PICTURESQUELY ACROSS A WIDE PLAIN. ACTUALLY CUSTER FOUGHT ON FOOT BECAUSE TERRAIN WAS FULL OF RAVINES.



"CUSTER'S LAST RALLY" BY JOHN MULVANEY ACCURATELY SHOWS CUSTER WITH PISTOL, SABER AND SHORT HAIR. (HE HAD A HAIRCUT BEFORE THE BATTLE.) BUT HIS JACKET IS IMPLAUSIBLE.

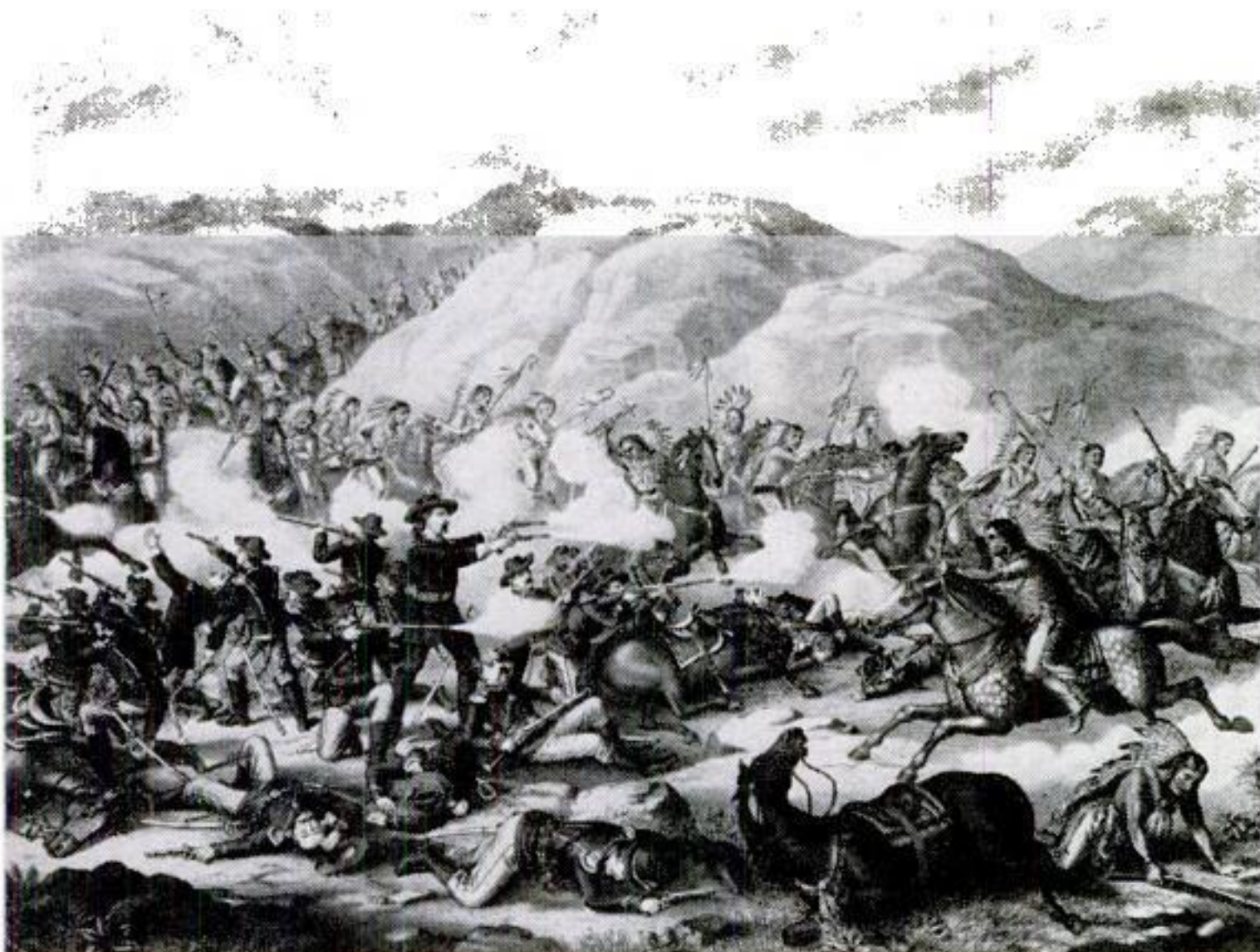


"GENERAL CUSTER'S DEATH STRUGGLE," A LITHOGRAPH, IS NOTABLE BECAUSE CUSTER IS TOGGED OUT FOR MASSACRE IN PARADE DRESS

General George Armstrong Custer, who ranked 34th in his 34-man class at West Point and has been rated by most serious historians as a terrible tactician, fought his last battle 72 years ago on June 25. At the Little Big Horn River in Montana, Custer and 225 men were wiped out by Indians. Few battles before or since have inspired so much controversy

or so much bad art. Because the only survivor of Custer's detachment was a wounded horse—for years no Indians would talk for fear of government reprisals—artists have let their imaginations run wild in painting the famous massacre. Nine samples of their work, both good and bad, are reproduced here. Custer is variously shown fighting with one pistol,

two pistols, one pistol and a cavalry saber; afoot and on horseback; in buckskins and in parade dress. One artist, who was half Indian, hardly shows Custer at all. His central figure is an Indian (*below, right*). The latest and artiest painting of the lasting stand is the work of Thomas Benton (*next page*), who said he did it because he got tired of the saloon versions.



"BATTLE OF THE BIG HORN," another lithograph, shows the general awkwardly banging away with pistols while a kneeling comrade sings his britches with a rifle blast.



"CUSTER'S LETZTE SCHLACHT" (Last Battle) was painted by a German named Elk Eber, whose Indian mother, Little Elk, saw the battle. Problem: where is Custer?



Exciting **PRELL** REMOVES DANDRUFF
IN AS LITTLE AS 3 MINUTES!

LEAVES HAIR *Radiantly* CLEAN *Radiantly* SMOOTH

The emerald-clear Radiant-Creme—that's Prell! The sensational new shampoo that leaves hair more radiant than soap shampoos, and removes unsightly dandruff. Doctors' examinations *proved* Prell removes ugly dandruff in as little as 3 minutes, and proved that regular Prell shampoos control it.

Prell goes farther than any other known shampoo—cream or liquid—because it's concentrated for economy. And Prell leaves your hair so sleek, smooth, *manageable*. That Prell tube is extra handy, too—no messy jars or slippery bottles. Get Prell for the whole family, today!



WITH PRELL, hair curls so much better—shines so radiantly—feels so lovely and soft. And Prell leaves hair *easier* to comb and arrange.



*T. M. REG. U. S. PAT. OFF.

SPEAKING OF PICTURES

CONTINUED



FAMOUS PAINTING by Cassily Adams was bought by Brewer Adolphus Busch. Busch gave original to Custer's regiment, the 7th Cavalry, but it turned up later in a Fort Bliss, Texas officers' club. Club and painting burned in 1946.



FAMOUS COPY was made by a lithographer, who took vast liberties with the Adams original. Duplicates of this were distributed by Busch to about a quarter of a million U.S. saloons, and the scene is still a favorite in some of them.



CUSTER FAN who collects "Last Stands" is a Chicago advertising executive named Richard A. Russell. Beside him is the symbolic Thomas Benton version. Russell has located 10 "Last Stands" so far, would like to know of others.

"DANGER DIETS" THREATEN THOUSANDS OF DOGS !



**SWIFT MAKES PARD
rich in meat proteins**

4 out of 5 common dog ailments are caused by inadequate diet!

Thousands of dog owners are unknowingly practicing "false economy" by feeding incomplete dog foods that may lead to serious nutritional deficiencies. Remember—4 out of 5 common dog ailments are caused by inadequate diet! So don't take a chance on hit or miss feeding—feed your dog Pard—a

scientifically balanced food providing the nutritive elements every dog needs every day. Nutritionally correct, as proved by actual feeding to generation after generation of dogs in Swift's famous experimental kennels. Not one dietary illness ever appeared. Robust health always! Play safe! Feed Pard!

news about nylon



SO LONG-WEARING! Luxurious nylon upholstery makes easy chairs easier . . . easier on your budget, for nylon wears and wears; easy on the eyes, for it's lovely to look at; easy on your housekeeping, simple to clean. Matching draperies!



SO EASY TO WASH! Bobby socks, like bobby soxers, lead a rugged life. Into the tub, onto the girl, into the tub again. Nylon socks hold their shape, are never harmed by perspiration. And good-bye, darning basket—they wear and wear.

SO LIGHT! Lighter, lovelier, more radiantly right for the bride than bridal gowns have been—that's the big news about this dream of a filmy tulle in nylon. Yet for all its fragile loveliness, nylon is strong—slow to wrinkle, hard to tear—the last word in wedding gowns!



DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

NEW! FREE, fascinating book for women, teachers, students—"About Du Pont Nylon." Write for it—to Nylon Division, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

Du Pont makes the nylon fibers used in the products shown. The manufacturers of these products use nylon because products made with nylon can have these outstanding properties:

STRENGTH LONG WEAR TOUGHNESS
LIGHTNESS ELASTICITY RESILIENCE
EASY WASHING FAST DRYING
RESISTANCE TO MOTHS AND PERSPIRATION
...CAN BE "SET" TO HOLD ITS SHAPE

TO MANUFACTURERS: Are there textile fibers in your product? Then you'll want to read "Nylon Textile Fibers in Industry." Write for it!

For nylon . . . for rayon . . . for fibers to come . . . look to Du Pont



SO TOUGH! Nylon cords are built into truck tires to absorb the shock of impact—protect the rest of the cord body. Reduce danger of tread separation—more recaps possible. Nylon's elasticity helps ward off blowouts! Nylon cords make tires safer, longer-lasting.



SO QUICK TO DRY! Up it goes, keeps you snug and dry. Down it goes . . . soon snug and dry itself. Here's a bright new fashion—nylon—fastest-drying textile fabric ever found for umbrellas. Longer-lasting, hard to rip . . . nylon!

LETTERS TO THE EDITORS

LAST SURVIVORS

Sirs:

Your article, "Last Men of the Revolution," by Archibald MacLeish (LIFE, May 31), fails to mention John Gray, the last survivor of the Revolution, who was placed on the pension rolls three years after the book from which MacLeish's information came was published. . . .

DELF NORONA

Moundsville, W. Va.

Sirs:

There was another man who served in the American Revolution who was still alive in 1865—John Spears of Boyle County, Ky., my great-great-grandfather.

MARY F. BARLEY

Whittier, Calif.

Sirs:

One more can be added to the list of survivors of the American Revolution still living in 1864. He was my great-great-great-grandfather, Solomon Jones.

HARRISON A. NELSON

Kalamazoo, Mich.

Sirs:

My great-great-grandfather, William Tipton (1756-1837), served under George Washington at Yorktown. On Oct. 1, 1832, when 76 years old, he filed application for a pension for Revolutionary War service. Here is a quotation from the pension application:

"In the first of August 1781, I was called out to go against the British in the neighborhood of Yorktown, Va., where we remained several weeks. During this time, General Washington ordered that 15 men should be taken to reconnoitre the British line. We went in the neighborhood where the British lay, and took two of their men prisoners, who had gone out to visit some ladies at a cabin in an Old Field. We had not proceeded but a few miles before we were overtaken by the British Light Horse Men, and our whole Number was cut to pieces except myself and one other, who made our escape to the woods. After remaining in a thicket some time we came to the road, but soon sighted three Light Horse Men in pursuit. At their approach we presented our guns and they dashed into the thicket. We thought it prudent not to fire unless we had a certain shot—as we might be caught with an empty gun. They were afraid to charge, and

in this condition, sometimes in the road and sometimes in the brush, we kept them at bay for about 3 miles when they retreated, and we came into camp. A short time thereafter I was discharged."

LOCKWOOD BARR

New York, N. Y.

COVER CONTROVERSY: REBUTTAL

Sirs:

. . . In spite of my attempt to suggest through an indication of my special field in philosophy that my criticism of the Bermuda cover (LIFE, May 10) was primarily from the point of view of esthetics and not from that of religion, ethics, morality, etc., this point was missed by those who caper as they read; it was even stupidly imagined, or at least insinuated, that my objection was to the scanty bathing suits and due to senility. My protest was based chiefly upon the violation of good taste which is quite as serious socially as morality.

Can one imagine Princess Elizabeth at any period of her well-bred life indulging in behavior of this sort and, if she did, in having it exhibited publicly on the cover of a magazine? There is probably no reason why the behavior of college students should be in any respect inferior in taste to that of a princess; they should stand. I am presumptuous enough to believe, *in loco reginae*, as equivalent democratic models for *hoi polloi*.

The criticism of the undersigned was not concerned fundamentally with relative or absolute nudism. There are many sorts of private behavior quite in accord with morality which would be ill-bred and in extremely bad taste if exhibited publicly. Brazen exhibitionism is precisely the attempt on the part of individuals and/or photographers and/or magazines to foist such whimsical behavior on the public as typical or standard behavior on the beaches or anywhere else.

Finally, the comment of one individual that your cover picture is beautiful is doubtless the confusion of the picture of a beautiful object with a beautiful and/or artistic picture, to which photography, even though colored, can hardly lay much claim.

HERBERT SANBORN

Head of Department of Philosophy and Psychology, Emeritus

Vanderbilt University
Nashville, Tenn.

CONTINUED ON NEXT PAGE

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LIFE

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Name (please print)

Address

City Zone State

☐ 1 YEAR AT \$6.00 ☐ 2 YEARS AT \$11.00

Saving me \$4.40 under the newsstand rate of \$10.40 for 52 issues

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L-6-21

Mail to LIFE, 540 N. Michigan Avenue, Chicago, Ill., or give to your newsdealer.



"Unhappy, Mom?
Glad to hear it!"



BABY: I thought it would be educational, mom—for you to be *me* for a day. Not so much fun, is it?

MOM: Fun, lamb? It's pure *misery*! I'm hot and prickly. I'm tired of wriggling around in one spot. My skin's so uncomfortable I could howl as loud as you do!

BABY: See, mom? Those howls weren't just to exercise my lungs. In my own infant way, I was trying to tell you my skin needs Johnson's Baby Oil and Johnson's Baby Powder!

MOM: Something special's called for, pet. But why *both*?

BABY: To take 100% perfect care of me,

mom. Pure, gentle Johnson's Baby Oil to smooth me over after my bath. More of it at diaper changes, to help prevent what my doctor calls "urine irritation."

And you'd better get a BIG can of Johnson's Baby Powder, mom—for lots of cool, soothing sprinkles to chase hot-weather chafes and prickles!

MOM: Angel, your mother's certainly been behind the times! Let me out of here so I can catch up—with Johnson's!

BABY: That's the spirit, mom! You're going to be proud of me—good as gold and smooth as a handful of rose petals!



Johnson & Johnson

I'm no "worry-bird," NOW!



Sure, I used to be . . . in fact my family started to kid me about it. My wife Janet even bought me this "worry-bird" gadget as a joke. It gave us all a good laugh, but it didn't really help me.

You see, I was worried about Janet and the children. After all, it's my job to take care of them—and I couldn't help wondering how they would get along if anything happened to me.

I've made good money in the last few years . . . but somehow I've never been able to put enough aside to

make me feel that my family had real security.

But last week I met a Mutual Life representative, and he explained how "Insured Income" Service could end my worries. He helped me team up my Social Security with life insurance, to provide a regular income for my family . . . if it's ever necessary. And best of all, the same plan will guarantee a comfortable retirement income for Janet and me!

I'm keeping this bird around, but only to remind me that my worrying days are gone forever.

Let the career Mutual Life Field Underwriter in your community explain what "Insured Income" can contribute to your happiness.

YOUR Social Security

WORTH \$3,000 OR \$13,000?

SEND FOR FREE BOOKLET—Find out now how much Social Security may benefit you. If you reside in the United States, mail coupon for explanation of Social Security. You'll also receive a handy file to keep official records you, or your wife, may need later to collect benefits without costly delay.



THE MUTUAL LIFE

INSURANCE COMPANY OF NEW YORK

34 Nassau Street, New York 5, N. Y.

Alexander E. Patterson, President

Yes, I would like your FREE Social Security booklet—L-45.

NAME AGE

HOME ADDRESS

OCCUPATION

VETERANS: KEEP YOUR "G. I." LIFE INSURANCE!

LETTERS TO THE EDITORS

CONTINUED

WORLD BEAUTY

Sirs:

In LIFE (March 1) you printed a photograph taken by me of the Princess Niloufer of Hyderabad, under which you state that she is one of the world's most beautiful women. That is certainly true, but neither that bald statement nor my photograph



NILOUFER BY BEAUCHAMP

can convey the full extent of her beauty. You should have added that she is a veritable goddess, 5 feet 9 inches tall, with auburn hair and a rich deep voice as lovely as her face. You soon may have a chance to judge her for yourself as she plans to visit the U.S. in the fall.

ANTONY BEAUCHAMP

London, England

ATLANTIC FLEET

Sirs:

Where are the former beauties of the Atlantic run (LIFE, May 31)? What of the Italian *Rex*? What became of the German *Europa* and *Bremen*, the *Ile de France* and other fine French vessels? Did not the *Britannic* have a sister ship?

PETER LUCAS

Chicago, Ill.

● The *Rex* and the *Bremen* were destroyed during the war. The *Europa*, slightly damaged, has been taken over as war reparations by the French. Rechristened the *Liberté*, she will be in service late in 1949. The *Ile de France* is being reconverted from troop-transport duty, will be ready for service next spring. The *Britannic's* sister ship, the *Georgic*, was rebuilt as a transport after being bombed during the war.—ED.

BRAVE BARGES

Sirs:

LIFE reached for an adjective in its "British soldiers packed in frumpy barges at Haifa . . ." ("Birth of Israel," May 31). The picture shows a craft Z-75.

No frumps, these Zed craft. Originally built by the British in Egypt for use in the shallow waters of the Nile, the Zeds put to sea during the African campaign, usually running alone and unarmed at night to bring supplies and remove wounded during the fights for Tobruk and Bizerte.

In the Italian campaign a fleet of them helped bring supplies into Naples and for some weeks were the only craft bringing in food at Civitavecchia for the relief of Rome. They were at Marseille, too, shoving ammo, gas and rations on the beaches during the Southern France campaign.

They were manned by four to six

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

★

A SPECIAL PREPARATION FOR SHAVING

★

NO BRUSH

Modern life demands at least 1 man in 7 shave *every day*—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider *protects* your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean *without scraping or irritating*. It's quick and easy to use. It needs no brush—and it's not sticky or greasy.

TRY A TUBE AT OUR EXPENSE

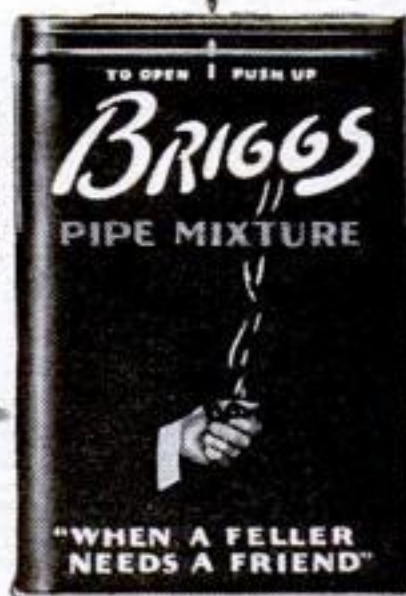
Get Glider at your regular dealer's. Or send us your name and address—and we'll mail you a guest-size tube, enough for three full weeks, free. The J. B. Williams Co., Dept. LG-5, Glastonbury, Connecticut, U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

Ernest D. Hullburt
PRESIDENT



Aged and mellowed for years in oaken casks, a flavorful smoke, soft and gentle.

15¢



Mixture of rare savor taken from an old "recipe", nut-sweet flavor, full-bodied aroma.

25¢



THESE PRODUCTS OF
P. LORILLARD COMPANY
ALSO AVAILABLE IN CANADA

CONTINUED ON PAGE 20

RKO's PIC-TOUR OF THE MONTH



"RETURN OF THE BAD MEN"

RAW REALISM. RANDOLPH SCOTT (*right*) and ROBERT RYAN stand up and fight in barroom brawl for RKO's *Return of the Bad Men*, story of the early West's most infamous outlaws. Other stars: ANNE JEFFREYS, GEORGE "GABBY" HAYES, JACQUELINE WHITE.



"THE VELVET TOUCH"

THE VELVET TOUCH is ROSALIND RUSSELL's best weapon in gay, suspenseful film *The Velvet Touch*. As Broadway's public idol, with never an idle moment, she uses it on co-stars LEO GENN, CLAIRE TREVOR, and SYDNEY GREENSTREET. A Frederick Brisson Production.



"RACHEL AND THE STRANGER"

WILD, WILD WOING in the wildwood. LORETTA YOUNG, neglected backwoods wife, melts as ROBERT MITCHUM, fascinating stranger, strums his mellow guitar in this very intimate scene from RKO's *Rachel And The Stranger*. Co-star WILLIAM HOLDEN completes triangle.



"RACE STREET"

TOUCHY SITUATION. Though he puts up bold front, GEORGE RAFT, racehandicapper, is handicapped himself in this scene from *Race Street*. He's caught between wiles of two women, MARILYN MAXWELL (*left*) and GAIL ROBBINS. Film's star roster includes WILLIAM BENDIX.

**THESE BIG RKO PICTURES WILL
SOON BE SHOWN AT YOUR THEATRE**



GLORIOUS ICE CREAM

So smooth, so easy to make!



NO ICE CRYSTALS!

Chocolate Ice Cream

(Automatic Refrigerator Method)

- 1 square (1 oz.) unsweetened chocolate
- $\frac{2}{3}$ cup Eagle Brand
- $\frac{1}{2}$ cup water
- $\frac{1}{2}$ teaspoon vanilla
- $\frac{1}{2}$ cup chilled cream or evaporated milk

Set refrigerator control at coldest point. Melt chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes or until thick. Add water and mix well. Chill. Add vanilla and cream or evaporated milk. Mix well. Freeze rapidly in freezing unit of refrigerator until half-frozen. Scrape from freezing tray into chilled bowl. Beat until smooth but not melted. Replace in freezing unit. Before completely frozen, beat again until smooth. Finish freezing. Serves 5.



HERE'S THE QUICK, EASY, FOOLPROOF RECIPE!

© The Borden Company

Make it with

← **EAGLE BRAND**

The secret of magic ice cream, smooth as velvet, lusciously true-flavored, is Eagle Brand! It's a blending of pure whole milk and sugar to almost unbelievably creamy smoothness! This superb blend—nothing artificial—does glorious things to ice creams. And to cookies, frostings, candies, too! Try the easy, foolproof recipes in the Book of Magic Recipes.

FREE! Send post card to The Borden Company, Dept. L-648, P. O. Box 175, New York 8, N. Y.

P. S. Insist on the original Sweetened Condensed Milk, EAGLE BRAND. Made by Borden's, it's got to be good!

LETTERS TO THE EDITORS

CONTINUED

Indians, who made their ablutions and prayers on the bridge in all sorts of weather. Two British officers commanded the fleet, a pair of quiet daredevils who had survived strafing, bombings, mine explosions, artillery and rifle fire, storms and wrecks in their beloved Zed craft. The fleet of 20-odd was down to about a half dozen when the U.S. Army took them over and manned them with GIs.

They were as wet as a plank in bad weather, they had the beam of 10 Percherons, they had a plaintive pair of arms holding a toylike ramp in the bows, but they had valiant hearts and gave heroic service without benefit of public-relations officers. Let us have no frumped-up frumpieries against these veterans.

HAROLD KATHMAN

Preston, Md.

POOR LABOR UNIONS

Sirs:

Your comment that "one of the striking features [about American labor unions] is the financial strength of the unions" (LIFE, May 31) is difficult to understand. The sum of \$224 million does seem a rather tremendous capital. But the 32 unions which in the aggregate own this much have a total of 8,385,300 members. Simple arithmetic shows this to be equal to \$26.71 per member "available for any emergency." This would pay strike relief and expenses for about a week or 10 days. Not much of a nest egg, it seems to me.

In this tremendous economy of ours we must get used to thinking in big terms. Only this morning, for example, I read in the New York Times that the Standard Oil Company of New Jersey has estimated its net profits for the first half of 1948 at \$210 million. In a single six-month period one single corporation earns almost as much as the total assets, accumulated after many years, of the nation's 32 largest unions. This is indeed a "striking feature."

B. BOOKBINDER

New York, N.Y.

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MOJUD
the dependable hosiery

• in Fashion Harmony Colors . . . to make the most of the longer hemlines which mean less leg but more leg interest!

At better stores everywhere



MOJUDS are made of DuPont nylon

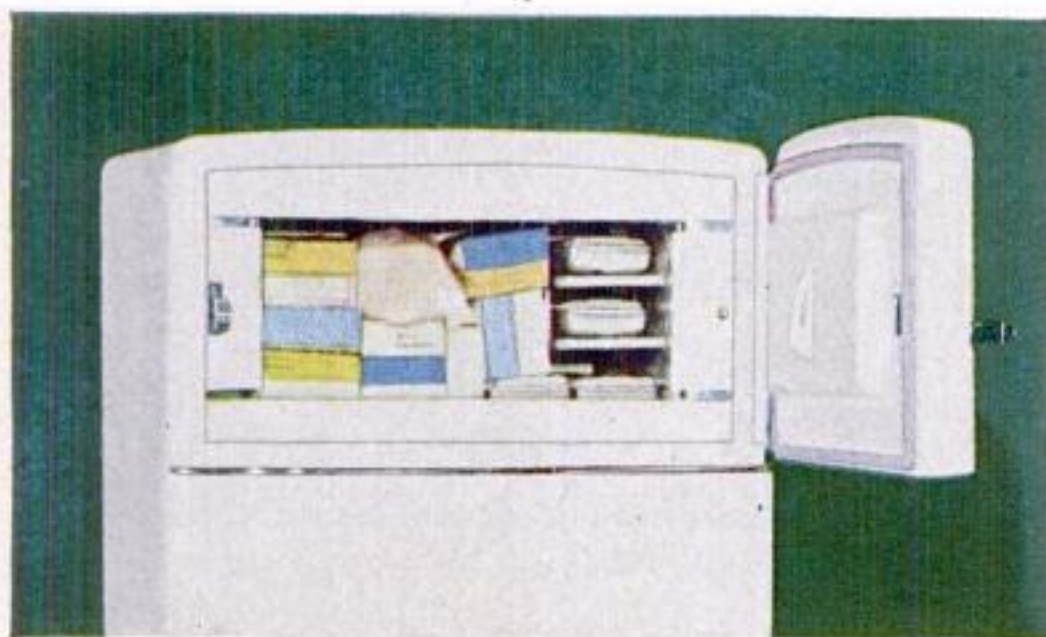
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General Electric's 2-Door Combination Refrigerator-Home Freezer

Here's something brand-new and exciting in refrigerators

You get a separately refrigerated and separately insulated Home Freezer—with its own separate door!

ZERO STORAGE: Gives you 1.5 cubic feet for quick-freezing foods and ice cubes, and for dependable, long-time storage of as much as 53 pounds of frozen foods. Maintains zero temperature at all times.



Only a Zero-storage Compartment can keep frozen foods up to 12 months!

The following "timetable" shows practical storage periods for maintaining high quality of all frozen vegetables, fruits, and meats:

0°....up to 12 months	15°....up to 1 month
10°....up to 3 months	20°.... 1 to 2 weeks

You get a separately refrigerated and separately insulated Space Maker Refrigerator—with its own separate door!



And you never need to defrost it!

FRESH-FOOD STORAGE: Gives you 6.7 cubic feet of storage space for fresh foods. Because of its new design, it gives you practically as much refrigerated fresh-food storage space as in an ordinary 8-cubic-foot model. *Never needs defrosting. Keeps temperature and humidity just right for fresh foods. No need to cover dishes!*



You get all the wonderful advantages of a 2-door refrigerator plus famous General Electric dependability

THIS great 2-door combination gives you advantages in convenience, in efficiency, in economy that you can't find in any one-door, "two-temperature" refrigerator.

Each of the compartments is separately refrigerated, separately insulated.

You don't waste cold in the freezer when you open the refrigerator.

You don't waste cold in the refrigerator when you open the freezer.

And, most important of all, this great, new refrigerator is equipped with the famous General Electric sealed-in refrigerating system—airtight, oiltight, and unexcelled for dependable performance through the years.

Stop in at your General Electric retailer's today and look at this *really* new, *really* different, *really* exciting refrigerator.

General Electric Company, Bridgeport 2, Connecticut.



Refrigerators

More than 1,700,000 refrigerators in service ten years or longer

GENERAL ELECTRIC



David Peskin took the 8 x 10" Ansco Color Film transparency from which this reproduction was made. See how life-like... how downright *natural* the colors are in this fast action shot taken on *true-color* Ansco Color Film! Try it yourself!



Hold your 35mm Ansco transparencies up to light, project their gorgeous hues on a screen, or have color prints made on Ansco Printon!



You can get *true-color* Ansco Color Film in 120 and 620 sizes, too! It catches delicate and brilliant tones alike... *the way they really look!*



Look at your camera. If the lens is f6.3 or faster... if you take any of these picture sizes... try thrilling, *true-color* Ansco Color Film!

Have you taken true-color pictures?

Pictures in *natural colors* are the biggest thrill in photography!

Just make sure your camera lens is marked f6.3 (or faster) and load up with *true-color* Ansco Color Film. Then you'll be all ready to take glorious color transparencies with the delicate flesh tones,

the glowing sky hues, the subtle colors of nature captured with superb fidelity!

Your dealer will have it processed *quickly!* Or you can develop Ansco Color Film yourself. Then you can view your exciting Ansco transparencies against light, project them, or you can have gor-

geous color prints made on Ansco Printon.

Start today, to take beautiful *true-color* pictures on Ansco Color Film. Available at your dealer's in 35mm cartridges, 120 or 620 rolls, or sheet sizes. Get it in spools for 16mm movies, too. Ansco, Binghamton, N. Y.

Ask for **ANSCO** color film!

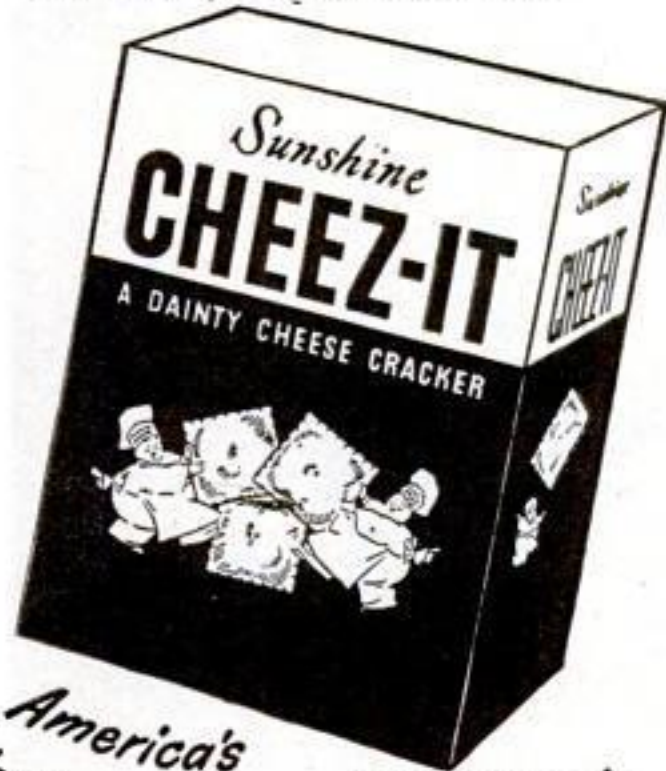
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MAMA SINGS



about that distinctive tangy flavor of **CHEEZ-IT** crackers!



America's largest selling cheese cracker!
A Quality Product of Sunshine Biscuits, Inc.

The KELTON "Dayton"



Yes, terrific at \$10*

Chrome case, stainless steel back, radium hands and numerals, sweep second hand.

*Federal tax only 10%. Guaranteed by



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LIFE'S COVER

On LIFE's cover High-School Senior Marilyn Cardwell, 17, of Wellesley, Mass. briefly monopolizes Haden Greenhalgh, also 17, the only boy invited to her sorority's annual weekend party (pp. 130-133). He was particularly welcome since he had talked his parents into opening their Cape Cod lodge to the sorority. Haden plans to be a sports instructor, got experience teaching the girls the rudiments of sailing a Whistler-class boat. Marilyn, an expert gossip columnist for her school paper before graduation, has already started a modeling career.

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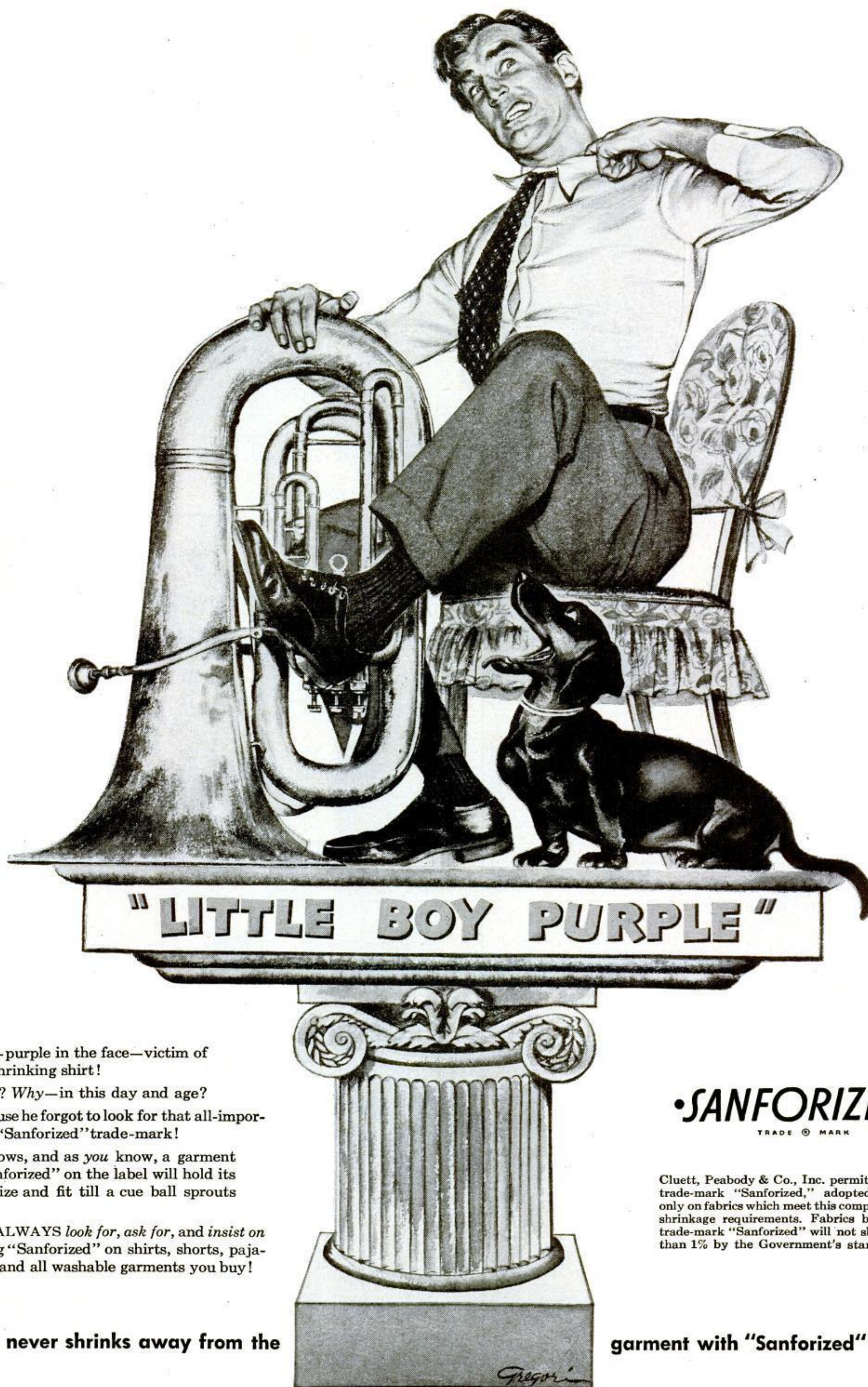


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OUTSIDE THE REPUBLICAN NATIONAL COMMITTEE HEADQUARTERS IN PHILADELPHIA A STASSEN WORKER MAKES A CONQUEST

LIFE

Vol. 24, No. 25

June 21, 1948

G.O.P. PREPARES TO NAME A PRESIDENT

Philadelphia was ready for the deluge. The streets, damaged by frost last winter, were smoothed over. There were new lights on South Broad Street and new paint on the tower of City Hall. The big limestone-and-marble Convention Hall had a new roof and fresh paint. The city's dingy subway walls had been well scrubbed. On the street corners around the Bellevue-Stratford—headquarters for the Republican National Committee and for Dewey and Stassen—girls were passing out campaign buttons (*above*). By next Monday all the 1,094 delegates would have arrived—with their families, their alternates and their state notables—and the gavel would call the 24th convention of the Republican party to order.

As the electric quality of the Philadelphia atmosphere indicated, this was no ordinary convention. For the first time since 1928 the Republicans really felt that they were about to nominate a president—not just a man to run

second to Franklin Roosevelt. Moreover they had a difficult and fascinating choice to make, and nobody could predict the outcome. Barring a miracle, there would be no winner on the first ballot—and after that would come the hotel-room caucuses, the placard-waving and parades designed to stampede the convention, the rumors of "deals," the tense moments when one big state or another would switch its vote. Until the final break in the balloting came, there would be a dozen men walking around waiting for the lightning to strike—and their scores of eager workers bustling around trying hard to generate the lightning. Every roll call would be a drama; every sign that a candidate was gaining strength would touch off a wild demonstration. The Republicans were bound to stage a good show in the heat and bright lights of Convention Hall, and they would also probably make history. Not in years had the U.S. had the promise of such feverish and significant activity in the political arena.



HARRY DARBY, THE PROBABLE CHAIRMAN, LIKES BOTH DEWEY AND VANDENBERG

ONE STATE'S DELEGATES

The 19 from Kansas are unpledged and still undecided

The 18 men and one woman on these pages make up the delegation from Kansas, one of the most Republican states in the nation. Like most convention delegates they are a good cut above average in education, income and local prestige. Most of them are in politics not for profit—except as their political contacts help them in their business or professional careers—but for something much more difficult to define. In the first place they are gregarious people; most of them are active in church, lodge or civic club as well as in politics. Like most gregarious Americans they like to run things, whether they be church socials or political campaigns. Moreover they are the sort of people who like to feel that they are doing some good for their community and their country. They are perhaps a fair cross section of the kind of citizens who—now that the big bosses are declining in power, and graft is disappearing as a political motive—constitute the real machinery of the political party.

Most of the Kansas delegates look up to Harry Darby (*above*), a millionaire steelmaker who is Kansas' No. 1 industrialist and an extremely active and popular Republican national committeeman. A minority faction is loyal to Alf Landon, who once controlled the state but has lost much of his power. But neither Darby nor Landon can swing the delegation unless the delegates are willing to be swung. As is shown by the current preferences of the delegates (listed beneath their photographs), the Kansas group could wind up in almost any camp. At least nine members favor Dewey; the delegation may string along with him as long as he seems to have a chance. Taft also has considerably first- or second-choice support. There is enough sentiment for Vandenberg to turn the delegation his way if his candidacy develops. On the other hand Alf Landon and his supporters, sensing the nomination of a dark horse, would like to get behind Joe Martin as soon as possible. Not until several days have elapsed at Philadelphia will the delegates have their minds made up. At the moment the Kansans, like most of the delegations, are unpledged, unbossed and undecided.



HOUSEWIFE Ada Vesper, 47, likes Dewey but will "go along" with delegation on any of top contenders. Her husband, a Hill City physician, will fly her to Philadelphia in their private plane.



BANKER Willard Matthews, 35, favors Vandenberg, then Dewey, then Stassen. A veteran of World War II, he makes \$8,000 a year as president of the Haviland State Bank and owner of an insurance agency.



EDITOR Clyde M. Reed Jr., 34, says he has "leanings" toward Vandenberg. A University of Kansas graduate, he runs the profitable Parsons *Daily Sun* owned by his father, a senator from Kansas.



BANKER Harlan Herrick, 58, likes Taft best but plans to string along with Kansas sentiment, which he thinks favors Dewey. He is the vice president of an investment house in Wichita and is a friend of Landon.



OILMAN Walter Fee, 60, favors Dewey, then Taft, then Joe Martin. He was state G.O.P. chairman four years, was a delegate to the national convention in '40 and '44 and has great influence in delegation.



JACK-OF-ALL-TRADES Willard Mayberry, 46, leans to Joe Martin, also likes Taft. An ex-teacher, he grew rich when rain came to the Dust Bowl, now owns a newspaper, a 6,000-acre ranch and auto agency.



FARMER Dick Golden, 46, is trying to make up his mind among Vandenberg, Dewey and Joe Martin. He handles close to 1,000 cattle a year, has banking interests and is seeking re-election as state legislator.



NEWSPAPERMAN Wesley Roberts, 44, has to be neutral because he is G.O.P. state chairman. He makes about \$10,000 a year as part owner of the *Oskaloosa Independent*, run by his family since 1860.



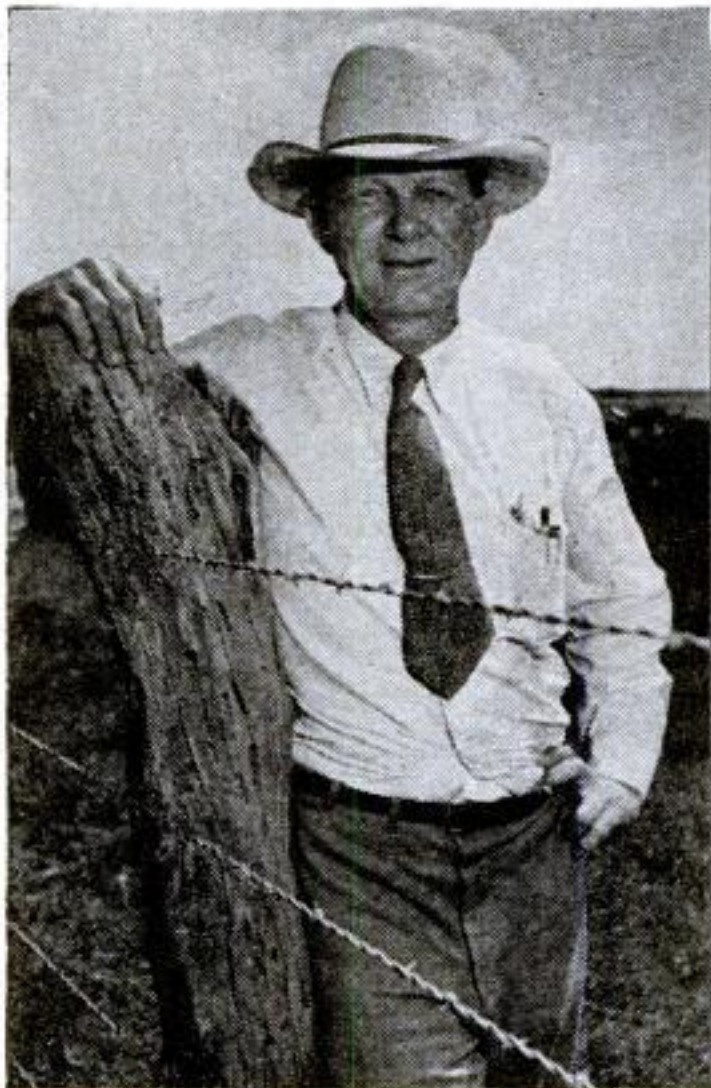
ATTORNEY John W. Breyfogle Jr., 41, does not like to discuss his preferences but is believed to favor Dewey with Vandenberg second. Besides his law business he owns the *Olathe Mirror*, a prosperous weekly.



JUDGE Ora McClellan, 40, likes both Dewey and Vandenberg. A bachelor, he makes \$5,000 as district judge and is also a director of the Neodesha First National Bank and of a building-and-loan company.



DRUGGIST Preston Dunn, 55, likes Taft but would settle for Dewey or Joe Martin. A registered pharmacist for 33 years, he runs a drugstore in Eskridge and is former commander of American Legion in Kansas.



RANCHER Ralph Perkins, 54, likes Vandenberg, Joe Martin and Dewey in that order. He owns 3,000 acres of grazing land, is president of the Howard National Bank and earns about \$20,000 a year.



PUBLISHER John McCuish, 41, thinks Kansas sentiment is veering toward Vandenberg. He likes Joe Martin next best and Dewey third. He makes about \$15,000 a year from his weekly *Harvey County News*.



LAWYER Ward Martin, 38, is a protégé of Alf Landon and will probably string along with Landon's selection. He makes about \$10,000 a year in a Topeka law firm and is active in Chamber of Commerce.



DOCTOR Hugh A. Hope, 61, is for Dewey, Taft or Vandenberg, in that order. He has practiced at Hunter for 39 years, owns about 2,500 acres of wheat on the side and has been a county chairman for 12 years.



ATTORNEY Frank Hodge, 44, is for Dewey first, then Taft or Vandenberg. An \$11,000-a-year man, he is a county chairman and district president of Optimist International. He is a staunch Kansas dry.



TAX EXAMINER Powers Porter, 53, favors Dewey, then Vandenberg. He was a schoolteacher for 21 years and draws a \$900 pension besides his \$2,470 state salary. He heads the Negro Masons in Kansas.



EX-CANDIDATE Alf Landon, 60, who ran against Roosevelt in 1936, is trying to start a Joe Martin movement, has refused to name a second choice. He is still prospering from his independent oil business.

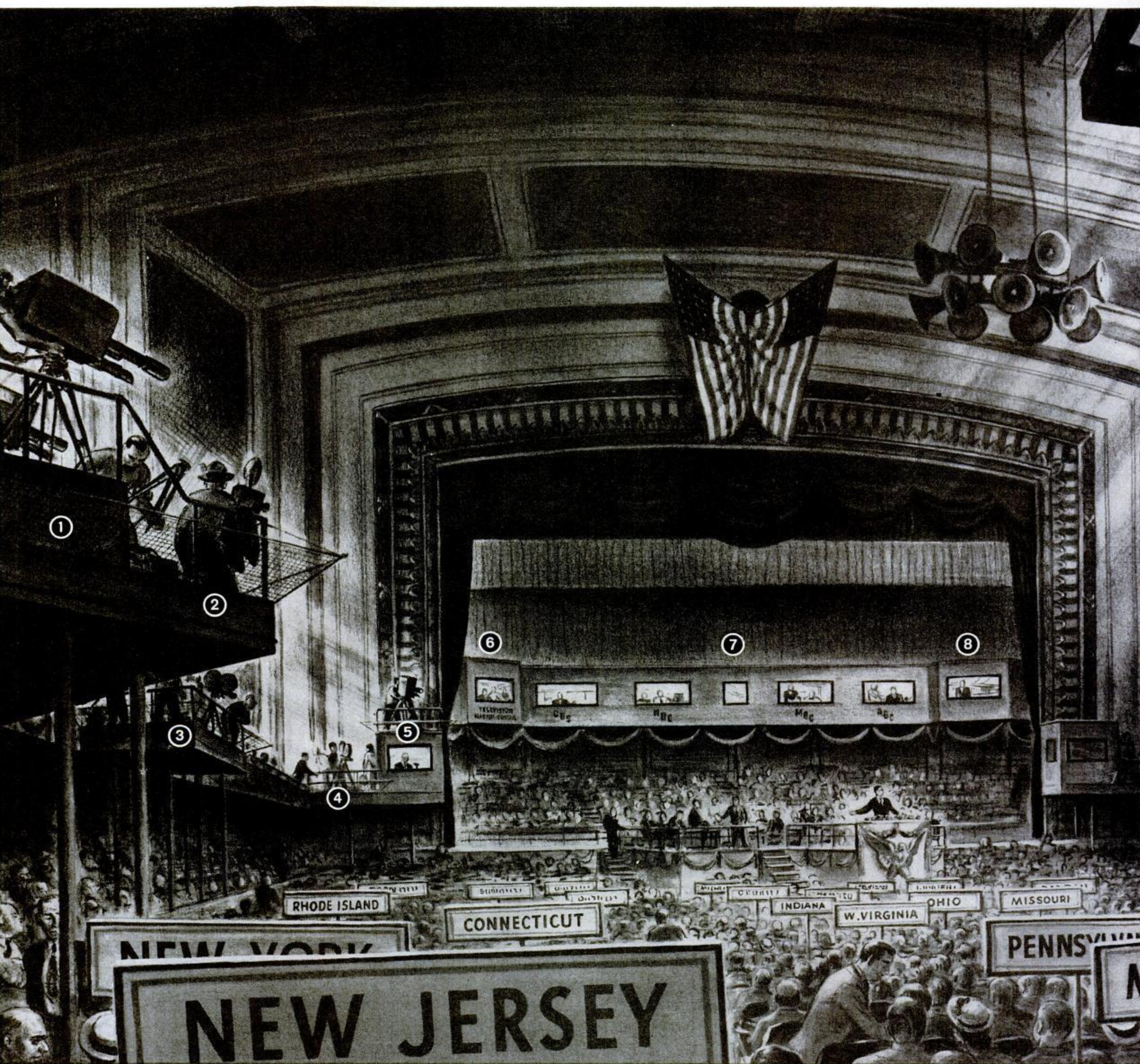
Republicans CONTINUED

MILLIONS WILL SEE SHOW BY TELEVISION

New medium added to press and radio

Governor Dwight Green of Illinois, who will be keynote speaker at the Republican convention, made an important political decision last week. After experimenting with various types of make-up manufactured by one of the big cosmetic firms, he determined to leave his face untouched by powder or rouge and to rely instead on a deep tan produced by sunlamps and natural sunlight. This was a choice that could not be made lightly—for this year the two conventions will be seen *in toto* for the first time on television, and any politician who aspires to be loved by the electorate must ponder well

his appearance. Gone are the days of the radio orator who knew how to read a manuscript but never learned to take his hands out of his pockets. Gone too are the comfortable days when a hung-over delegate could fall asleep or pick his teeth, secure in the knowledge that nobody would notice. This year, as the drawing below shows, the relentless television cameras will be spotted around the hall in such strategic points that their long- and short-range lenses can pick up anything that happens anywhere on the floor. And whatever they send out over the airwaves will be viewed by several million



CONVENTION HALL will look like this during keynote and nominating speeches. Delegates sit on the main floor beneath their state posters, facing the speakers' platform at center background. Banked seats around the

floor are reserved for families and close friends of the delegates; plain citizens who are lucky enough to get tickets sit in the gallery above. Newspaper reporters have their press tables at far end of hall around speakers' plat-

form. The numbered spots around the hall indicate: (1) television cameras, (2) news photographers, (3) and (4) newsreel cameras, (5) television camera and announcer's booth, (6) master control booth for television, (7)

people who own or have access to television receivers along the eastern seaboard.

Television people, remembering the boost given to the infant radio industry by the first convention broadcasts in 1924, regard the conventions as the biggest thing that ever happened to them. It is also possible that television may be the biggest thing that ever happened to the conventions. One reason both major parties chose Philadelphia was so that they could command the biggest possible network television audience. Now it appears that the Democrats, who fear their show will be cut and dried

after the exciting Republican horse race, are worried about keeping the galleries looking interested.

In addition to the events on the floor, which will be sent to all stations within range by a television pool, the networks plan their own interviews and commentary for times when the convention is in recess. The off-floor broadcasts over the network at right will be jointly produced by NBC and LIFE, which will have two studios and a mobile camera unit designed to take television watchers behind the scenes and keep them abreast of developments which cannot be observed even from the gallery.



radio control booths, (8) booth for television equipment and maintenance, (9) television and news cameras and (10) newsreel cameras. The booth at right center, across from and similar to the television announcer's booth

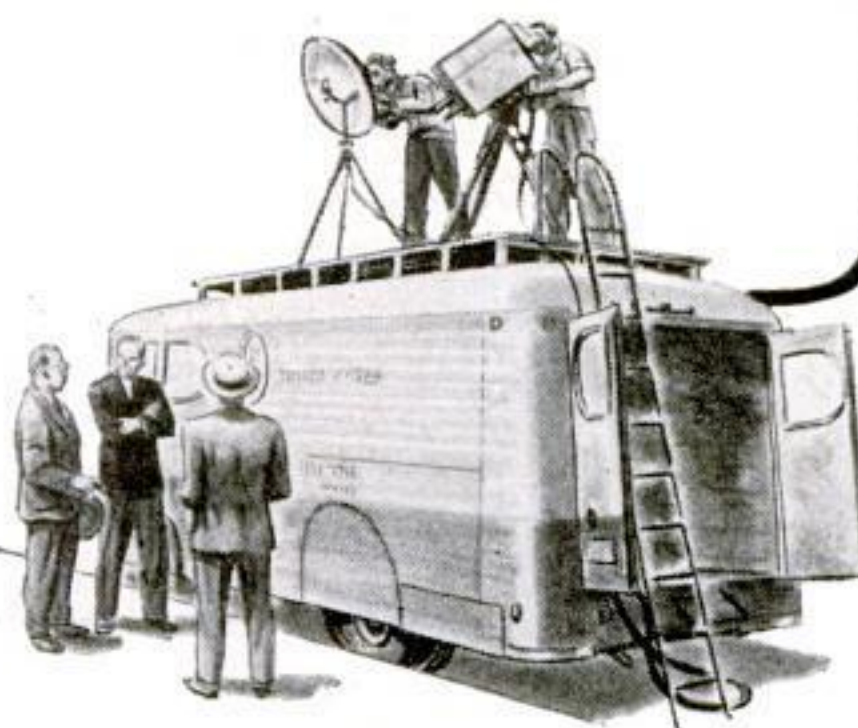
(5), was put up chiefly for purposes of symmetry and will probably not be used except in emergency. At top of the drawing are the public-address loudspeakers and the bright lights required for television and newsreels.



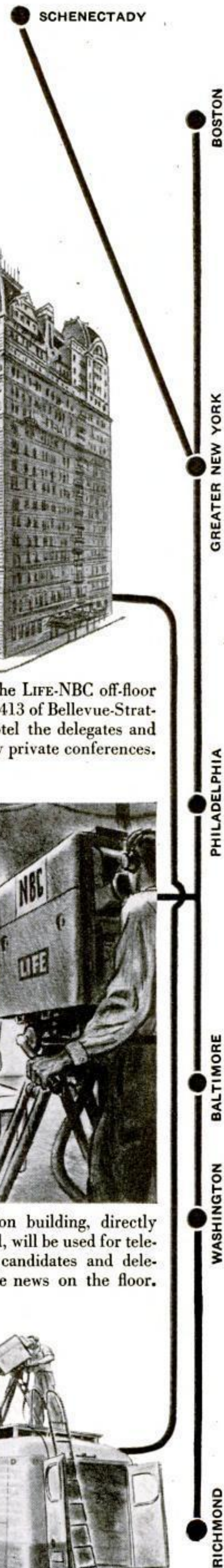
HOTEL STUDIO for the LIFE-NBC off-floor telecasts will be in Room 413 of Bellevue-Stratford (above). In this hotel the delegates and candidates will hold many private conferences.



ROOM 22 of convention building, directly above the big meeting hall, will be used for telecasting interviews with candidates and delegates who have just made news on the floor.



MOBILE UNIT will roam streets to pick up any events connected with convention. All these special programs by LIFE and NBC will be sent out over NBC network shown at the right.



JUST BEFORE THE HORSE RACE

Dewey, Taft and Stassen will get away fast, but watch out for Dark Horse Vandenberg on the backstretch

by SIDNEY OLSON

Two men dominate all the speculation on the eve of the Republican convention. They are the man with the most pledged delegates, Governor Thomas E. Dewey of New York, and the man with just about the fewest, Senator Arthur H. Vandenberg of Michigan. Governor Dewey has made the comeback a habit. In April, after total defeat in the Wisconsin primary, he was counted out; yet on Sunday evening he will arrive in Philadelphia with more than 300 delegates for the first ballot and with promises of perhaps another hundred on later ballots. But he carries the dangerous burden of the front runner; his total must grow steadily from the first ballot until he wins the golden, necessary 548 votes. By old convention tradition delegates desert their candidate at the first sign of weakness; the cries of "Stand fast!" are drowned in the rumble and roar once somebody else's bandwagon starts rolling.

The convention hall will be one vast quicksand of promises, pressures, loyalties and pleas, trading and treachery. Governor Dewey must build on that quicksand, pouring in cement swiftly and skillfully, until his nomination is firmly set. One slip and he is bogged, to sink out of sight. To build firmly Dewey has an expert crew of young political stonemasons, all fast of foot and wits, trained in many such a struggle, and all absolutely loyal—a crew headed by Herbert Brownell of New York City, former chairman of the Republican National Committee. Their nucleus is the 97 votes of New York state, biggest bloc in the convention. But key delegations must swing to Dewey early if he is to win. The least sign of slowing up and his delegates will scatter like the wind.

The most Republican Republican

Senator Robert A. Taft of Ohio has little chance of the nomination. This is the belief everywhere outside the Taft headquarters and even inside them. Some of Taft's best friends are sad and a little bitter at this. By their definition Bob Taft is the most Republican of Republicans; in a Republican year, they feel, the most Republican Republican should win the nomination. They can point to Taft's integrity, his record of 10 years of incredibly hard legislative work, in which he has very often carried the load for the whole party. But these men are realists. They know by every sign in the book that Taft is just not popular enough with the people to make election victory a certainty. The task of the politicians, after all, is to nominate the most electable man. And in the final analysis they cannot yet be certain that Harry Truman will be the Democratic nominee; the shadow of General Eisenhower's popularity hangs over the Republican convention.

But Taft's managers, headed by massive (350-pound) Representative Clarence Brown of Blanchester, Ohio, are going to plug Taft until it is utterly clear he cannot win. The Taft strategists will then meet, if it is not already too late, to decide where to throw whatever votes they still control. There is a kind of Taft-Dewey deal, a sort of half understanding, that each in the event of failure should throw his votes to the other. But this deal is far from firm because it involves other commitments and the highest kind of considerations of the future of the party. For example many Taft delegates would rather throw their support to Senator John W. Bricker of Ohio or to Speaker Joe Martin of Massachusetts than to Dewey. And in the Dewey camp the main

second choice is not Taft but Senator Vandenberg. Thus the so-called Taft-Dewey deal mainly boils down to an agreement that they will combine against any "outsiders," a term that really means Harold Stassen.

The man who needs a miracle

Harold Stassen, to win, must work a miracle of the 1940 Willkie type, twice as difficult to do this year. The one thing on which all loyal Taft and Dewey delegates are agreed is that Harold Stassen shall not pass. The candidacy of the big young man from Minnesota has cost the Taft and Dewey organizations not only many sleepless nights and arduous days but literally scores of thousands of dollars. They believe that he is now roped and corralled, and they are certain that his candidacy is now the most unrealistic of all.

If this is true, an extraordinarily heavy responsibility settles on Stassen at Philadelphia. Last week he spoke of his nomination on "the ninth ballot," as if he were determined to hold out until the end of the convention. No one knows what he is really thinking; Stassen keeps his own counsel more tightly than any man in public life. But he has won a considerable victory this year, the recognition that he speaks with authority for the young men of his party, and he may settle for that intangible power, forsaking his own probably lost chance. If he does give up the fight there is no doubt which way he would turn. After these grinding months of recriminations he could not gracefully support Taft or Dewey; on the other hand, in a reporter's phrase, he "has made love to Vandenberg from coast to coast."

Stassen, of all the candidates, is the coolest realist, and circumstances will probably help him to be realistic. There will be no inducement for Dewey to withdraw for a good number of ballots as long as he maintains his lead. The Taft headquarters is filled with bitter-enders, and the senator himself is an admirer of Custer's Last Stand. Thus these two candidates, studying the promises of more delegations to come, are likely to hold on and on, hoping for victory. But Harold Stassen will enter the convention

with only 145 announced votes and with few promises of more to come. Therefore he may be the first to switch, and he can only switch to Vandenberg. This may be the decisive move of the convention.

Although Senator Vandenberg cannot win unless the campaigns of Dewey, Taft and Stassen fail, nevertheless he is in perhaps the best position of all. Of all the so-called "dark horses" he is the only dark horse with a national and even an international reputation. He obviously has the strongest appeal of all the candidates to the all-important independent vote, which will be larger this year than ever before. His personal position is well known: he will not lift a finger to seek the presidency, but he will accept the nomination if it is offered him. This position has several merits, and one of the biggest advantages is that he has offended no other campaigner. He has not spent so much as a postage stamp on a campaign; he has not shaken an unnecessary hand; he has not slept in a single lumpy hotel bed nor been forced to eat the gray chicken fricassee of political luncheons; he has had neither to make political speeches nor to listen to them.

It is difficult, too, to organize a "Stop Vandenberg" movement against a man who is not running. But most important he is the certain second choice of both Governor Dewey and Harold Stassen and possibly the second choice of Senator Taft, who has only an obligation of friendship to Senator Bricker. Beyond all this is a greater consideration: the senator, above all others, has come to be the spokesman of the party in international affairs (p. 35); he has the highest prestige in foreign relations of any man in either party. And there is a final, political point: Harry Truman or any other Democrat would find great difficulty in campaigning against the man who not only made sense of the Marshall Plan but made it into law.

The senator, although without an organization, does have friends actively working for him. Their arguments will be simple and probably effective in two main points: the senator is probably the most electable of all Republican candidates and is the one candidate against whom, it is widely believed, General Eisenhower cannot possibly be induced to run.

A man to watch

In connection with the Vandenberg bid, which would develop if Stassen drops out and Taft and Dewey are unable to make the grade, one man to watch is Governor James Duff of Pennsylvania. Duff, who seeks no national office, is an independent and high-minded politician who plans to use all his influence to prevent a deadlock from resulting in the nomination of a second-rater. His own preference for president is Vandenberg—and he will try to swing his state's 73 votes to Vandenberg immediately after the delegation has registered its first-ballot token for its favorite son, Senator Edward Martin. If he succeeds in turning any substantial part of the delegation toward Vandenberg and if the Stassen bloc moves in the same direction at about the same time, then the nomination of Vandenberg will become a real possibility.

If the Vandenberg boom should also fail—partly because of the real difficulty of drafting a candidate who has not connived for months to produce a "draft" and partly because of the opposition to him



CONVENTION HALL SIGN ADVERTISES THE BIG SHOW

TEXT CONTINUED ON PAGE 34

THE CAST OF CHARACTERS

LEADING CANDIDATES



THOMAS DEWEY
NEW YORK



ROBERT TAFT
OHIO



HAROLD STASSEN
MINNESOTA



A. H. VANDENBERG
MICHIGAN



EARL WARREN
CALIFORNIA



JOSEPH MARTIN
MASSACHUSETTS



D. MACARTHUR
WISCONSIN

FAVORITE SONS AND VICE-PRESIDENTIAL HOPEFULS



L. SALTONSTALL
MASSACHUSETTS



RAYMOND BALDWIN
CONNECTICUT



DWIGHT GREEN
ILLINOIS



EDWARD MARTIN
PENNSYLVANIA



CHARLES HALLECK
INDIANA



ALFRED DRISCOLL
NEW JERSEY



JOHN TOWNSEND
DELAWARE

CONVENTION OFFICIALS AND SERVICE TROOPS



CARROLL REECE
NATIONAL CHAIRMAN



HENRY LODGE JR.
RESOLUTIONS



WALTER HALLANAN
ARRANGEMENTS



G. MASON OWLETT
OFFICIAL HOST



MRS. DUDLEY HAY
SECRETARY



MRS. W. SCRANTON
HOSTESS



CHARLES HILLES
TREASURY



DWIGHT GREEN
KEYNOTER



JOSEPH MARTIN
CHAIRMAN



CLARE LUCE
SPEAKER



FRED CORSON
INVOCATION



MEYER DAVIS
MUSIC



WILLIAM LIVENGOOD
SERGEANT AT ARMS



WILLIS YORK
ASST. SERGEANT

CAMPAIGN MANAGERS



R. B. J. CREAGER
BADGES



H. E. SPANGLER
PROGRAM



HENRY FLETCHER
PARLIAMENTARIAN



HERBERT BROWNELL
(DEWEY)



CLARENCE BROWN
(TAFT)



THEODORE GAMBLE
(STASSEN)



VANDENBERG JR.
(VANDENBERG)

SOME KEY DELEGATES



WILLIAM KNOWLAND
CALIFORNIA



R. R. MCCORMICK
ILLINOIS



JOUETT TODD
KENTUCKY



SINCLAIR WEEKS
MASSACHUSETTS



JAMES DUFF
PENNSYLVANIA



FORREST DONNELL
MISSOURI



JOHN BRICKER
OHIO

HOW THE STATES STAND AS CONVENTION OPENS

STATE OR TERRITORY	NUMBER OF DELEGATES	PROBABLE VOTE ON FIRST BALLOT AND CLUES TO LATER SWITCHES
ALABAMA	14	DEWEY 9, TAFT 4, STASSEN 1; Taft men also like Dewey
ARIZONA	8	JOE MARTIN 8 or TAFT 8; chairman hopes for Martin victory
ARKANSAS	14	TAFT 8, DEWEY 3, STASSEN 3; Dewey and Vandenberg well-liked
CALIFORNIA	53	WARREN 53; delegation will stick to him or his choice
COLORADO	15	TAFT 7, STASSEN 5, DEWEY 3; undecided in case of deadlock
CONNECTICUT	19	SENATOR BALDWIN 19; may go to Dewey, Stassen or Vandenberg
DELAWARE	9	SENATOR TOWNSEND 9; would gladly climb on a Dewey bandwagon
FLORIDA	16	DEWEY 5, TAFT 5, STASSEN 5, UNDECIDED 1; Vandenberg strong second choice
GEORGIA	16	DEWEY 16, provided faction favoring him is seated
IDAHO	11	DEWEY 11; likely to stick with him to the end
ILLINOIS	56	GOVERNOR GREEN 56; likely to switch to Taft on next ballot
INDIANA	29	CONGRESSMAN HALLECK 29; Dewey or Vandenberg on later ballots
IOWA	23	STASSEN 10, DEWEY 7, TAFT 6; Vandenberg undercurrent
KANSAS	19	DEWEY 9, VANDENBERG 4, JOE MARTIN 3, TAFT 1, UNDECIDED 2. See pp. 28, 29
KENTUCKY	25	TAFT 12, DEWEY 11, STASSEN 1, VANDENBERG 1; Vandenberg well-liked
LOUISIANA	13	DEWEY 13; might switch to Vandenberg if Dewey cannot win
MAINE	13	STASSEN 7, DEWEY 4, VANDENBERG 1, UNDECIDED 1; Stassen men dominate
MARYLAND	16	DEWEY 10, TAFT 2, STASSEN 2, VANDENBERG 2
MASSACHUSETTS	35	SENATOR SALTONSTALL 35; might also push Martin or Lodge
MICHIGAN	41	VANDENBERG 41; as long as he seems to have a chance
MINNESOTA	25	STASSEN 25; completely loyal to his instructions
MISSISSIPPI	8	TAFT 8, provided faction favoring him is seated
MISSOURI	33	DEWEY 15, TAFT 14, STASSEN 4; much Vandenberg sentiment
MONTANA	11	DEWEY 11; Vandenberg favored if Dewey is eliminated
NEBRASKA	15	STASSEN 13, DEWEY 1, UNDECIDED 1; some Stassen men may waver
NEVADA	9	WARREN 9; delegation also strong for Dewey
NEW HAMPSHIRE	8	DEWEY 6, STASSEN 2; Dewey men will stick to finish
NEW JERSEY	35	GOVERNOR DRISCOLL 35; delegation shopping for a winner
NEW MEXICO	8	DEWEY 4, TAFT 2, STASSEN 2; no strong second choice
NEW YORK	97	DEWEY 97; a solid bloc for Dewey to the end
NORTH CAROLINA	26	DEWEY 10, TAFT 8, VANDENBERG 3, MARTIN 3, STASSEN 2
NORTH DAKOTA	11	STASSEN 11; as staunch as the Minnesota delegates
OHIO	53	TAFT 44, STASSEN 9; Taft men are 100 percenters
OKLAHOMA	20	DEWEY 19, TAFT 1; Dewey men completely loyal
OREGON	12	DEWEY 12; pledged to support him to the finish
PENNSYLVANIA	73	SENATOR MARTIN 73; majority apparently want Vandenberg
RHODE ISLAND	8	DEWEY 8; would go for Joe Martin in case of deadlock
SOUTH CAROLINA	6	UNDECIDED, waiting to see how the wind blows
SOUTH DAKOTA	11	STASSEN 11; but not completely committed
TENNESSEE	22	CHAIRMAN REECE 22; strong Taft sentiment
TEXAS	33	TAFT 30, DEWEY 2, STASSEN 1; Taft men very determined
UTAH	11	DEWEY 5, TAFT 3, STASSEN 2, VANDENBERG 1
VERMONT	9	EX-SENATOR AUSTIN 9; strong Dewey sentiment
VIRGINIA	21	DEWEY 14, TAFT 6, STASSEN 1; delegates ready to jump
WASHINGTON	19	DEWEY 16, UNDECIDED 3; Dewey men will follow his instructions
WEST VIRGINIA	16	STASSEN 6, DEWEY 5, TAFT 4, VANDENBERG 1
WISCONSIN	27	STASSEN 19, MacARTHUR 8; part of the Stassen bloc
WYOMING	9	DEWEY 3, TAFT 3, STASSEN 3; looking around
ALASKA	3	UNDECIDED
DISTRICT OF COLUMBIA	3	UNDECIDED
HAWAII	5	UNDECIDED
PUERTO RICO	2	UNDECIDED
TOTAL	*1,094	

*548 VOTES NEEDED FOR NOMINATION

Republicans CONTINUED

by men who resent his international outlook—then the convention will be thrown wide open. It might settle quickly for a good but less controversial figure like Governor Warren of California or young Senator Cabot Lodge Jr. of Massachusetts. On the other hand, as Columnist Joseph Alsop has said, it might "become a writhing basket of eels."

The delegates might settle for Joe Martin, who is well liked by the old-line Republicans. They might reach down even farther for men like Congressman Charles Halleck of Indiana or Senator Bricker of Ohio—or anybody else who seems inoffensive and safe. This is the danger point of the convention, and many of the party's best statesmen are hoping that it will never be reached. For at this point the only nomination possible would be one tainted by the smoke-filled room, when exhausted delegates settle for paste imitations of the real thing. And the old-timers still remember what happened in 1920 after the big names were eliminated by a deadlock. They remember old Senator Jim Watson's crack, "There we stood, knee-deep in midgets"—and they recall even more vividly that Warren Harding was the painful result.

There are some indications that the danger point will never be reached. Dewey, the front runner, may build his lead to a winning margin. Taft might even win, although this is less likely. If both fail and if Stassen is forced to concede defeat early, the Vandenberg draft has a good chance. Even if this fails, there is a chance for such men as Warren or Lodge. Any other candidate will have to run a long gantlet of successive deadlocks and successive bids that fail. Moreover many of the most important men in the party are determined above all else not to let the convention get to the point where it falls apart.

The top drawer's best friends

Dewey's Herbert Brownell and Taft's Clarence Brown, although most concerned with nominating their own choices, have a strong secondary interest in seeing that the candidate, whoever he is, is from the top drawer. So does the Stassen group. Even Governor Warren, despite his own strategic position as a sound compromise candidate who might be chosen as a second-to-last resort, is known to be so seriously worried about the danger of a second-rate nominee that he might sacrifice his own chances somewhere along the line—throwing in his important 53 votes from California at a crucial moment.

Thus the men to watch at Philadelphia are first Governor Dewey, who can win if he develops enough steady momentum early in the game, and then the men who have the power to break a deadlock if one should develop. These men are Dewey's manager Brownell, Taft's manager Brown, Harold Stassen, Governor Duff and perhaps Governor Warren. There may be others; some men not here mentioned may make national reputations for what they do or do not do at Philadelphia. Right now the result is unpredictable; the only safe prediction is the obvious one—that the Republican choice at Philadelphia in all probability will be the next president.

← **DOPE SHEET** shows that no candidate, barring a sudden change of sentiment on eve of convention, has enough delegates to win on first ballot. However Dewey (329 first-ballot delegates), Taft (168-176) and Stassen (145) all have large blocs on which they can count for continued support or can help throw to another candidate in case of a deadlock. The balance of power lies with the states (340 votes in all) which will vote for a favorite son on the first ballot either in real hope to getting him nominated or as a stalling tactic while they wait to see how the convention is going before they swing their support. Break in the convention is likely to come when these states or the Stassen bloc (the first which is likely to give up hope) switch their votes.



THE GREAT ISSUE within the G.O.P.—how strongly to back up U.S. world commitments with power and money—is posed by Senator Vandenberg as he testifies before

the Senate Appropriations Committee. He dramatically urged the committee to restore the \$1.4 billion cut from European recovery funds by Republican leaders of the House.



HONOR GUARD of skirted evzones is inspected by ex-King Michael (*above*) on his arrival at the Athens airport. Below: bride and groom prepare for formal pictures in palace garden. Flanking them are King and Queen of Greece, Michael's uncle and aunt. His young cousins held bride's train.

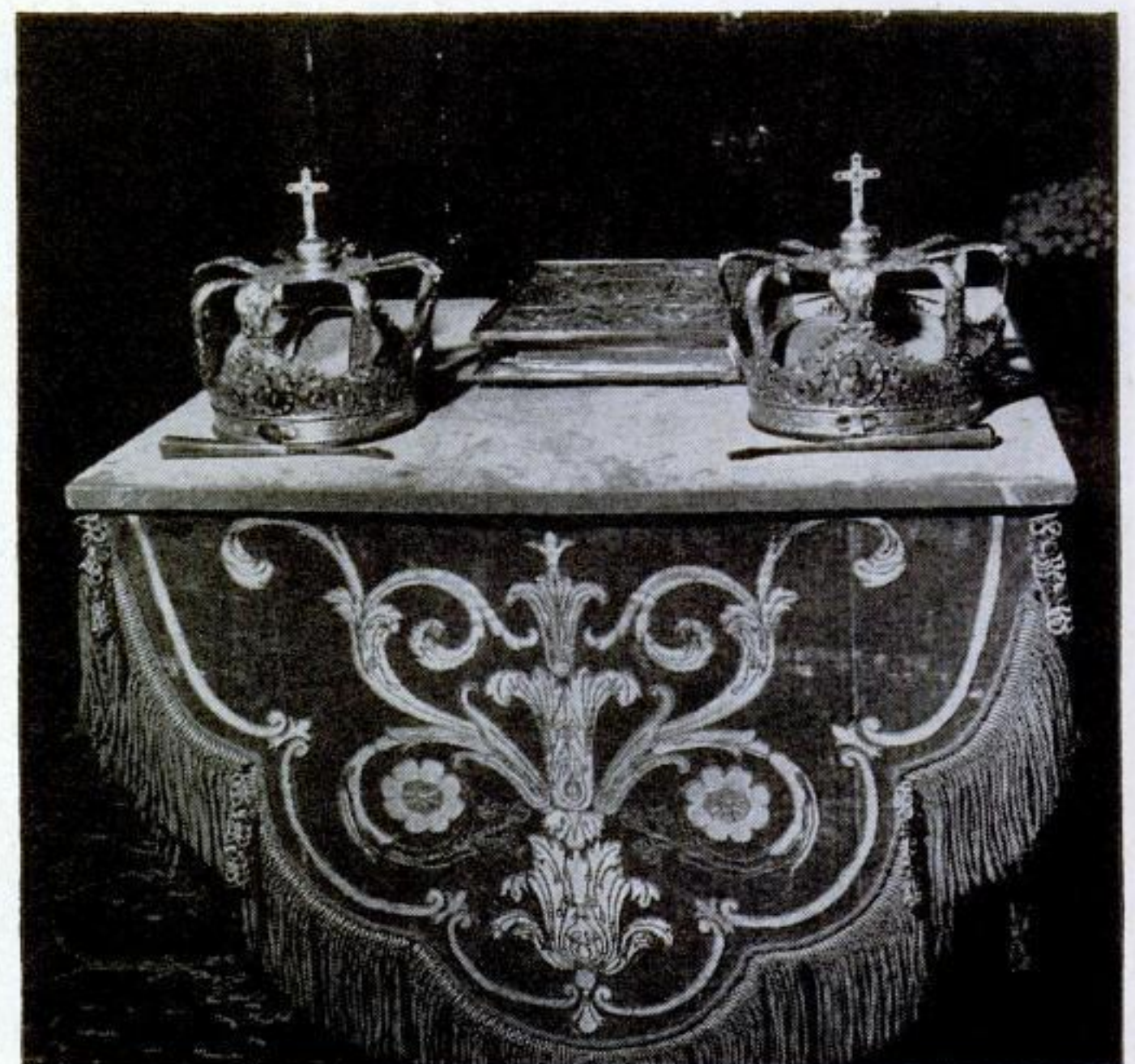


WEDDING GUESTS ENTER THE PALACE AT ATHENS TO ATTEND RECEPTION

A KING TAKES A WIFE

**In a foreign land and with a borrowed crown
Anne defies family and Church to wed Michael**

The hectic and somehow pathetic romance of the exiled Michael of Romania and the starry-eyed Princess Anne of Bourbon-Parma finally reached the altar last week. In defiance of her family and the Catholic Church, Anne joined the former king and flew to Athens as a guest of the Greek king and queen. There, in a portable wooden chapel, borrowed from the Greek naval academy, the ceremony was performed with the bride and groom using borrowed crowns. Then the honeymooners left for a short wedding trip and for their life of exile. Although the event was widely reported throughout the world, there was no mention of the wedding in the bridegroom's Communist-run homeland, and the Catholic Church tersely announced that the bride was living in "grave sin."



WEDDING CROWNS were borrowed from Greek royal family. Michael insisted upon the Orthodox ritual to protect his claim to the Romanian throne.



AFTER WEDDING the bride turns an adoring glance upon her new husband as they emerge from the palace. She is wearing an embroidered white satin gown and a diamond

necklace reportedly worth \$150,000 that Michael gave her as a wedding gift. At the left is Queen Frederika of Greece. Michael is in uniform of a grand marshal of Romanian army.

THE REPUBLICAN CONVENTION

THIS COMING WEEK AT PHILADELPHIA THE G.O.P. SHOULD UPHOLD ITS ACTIVIST TRADITION

In 1936, on the eve of the Republican convention that nominated Alf Landon, the sardonic H. L. Mencken confidently remarked that the G.O.P. could beat Franklin Delano Roosevelt with "a Chinaman." As a haruspex, to use one of his favorite synonyms for seer, Mr. Mencken proved a total flop. But this year, with Harry S. Truman weaving wildly about the West and making punch-drunk statements that the 80th Congress is "the worst we have had since the first one began," some of the old-line professionals in the Republican ranks may be really convinced they might win with Mr. Mencken's favorite candidate.

Obviously the Republican star is approaching the zenith. But as the Republicans troop jubilantly into Philadelphia this weekend for their most hopeful conclave since 1928, the notion that victory is "in the bag" is apt to prove both an overweening temptation and a mortal peril. For the theory that any dope can beat a Democrat this coming autumn reckons without the habit of the American people of thinking long and sober second thoughts. Even a good aged-in-the-machine Republican candidate might lose. And if the Democrats should cross everybody, including Eisenhower, by choosing Eisenhower, a second-rate Republican could be snowed under.

The Republican Mission

If ever the Republicans had a mission to choose a candidate capable of carrying a mandate from the people into the White House, it is in 1948. For despite the recent behavior of the House of Representatives, the Republican record has been highly creative. In 1946, when the G.O.P. won its sweeping victory in the congressional elections, the stock-in-trade lament of the Washington columnists was that a green Republican Congress confronted with a hang-over Democratic Executive would quickly bog down in obscurantism and obstructionism. To forestall the predicted paralysis of government Democratic Senator Fulbright of Arkansas suggested that Harry Truman had better appoint a Republican Secretary of State and resign, thus passing the presidency into Republican hands. But, far from "rising above principle into partisanship," the Republicans stuck to their own good Mackinac Island principles of responsible participation in world affairs. Paced by Vandenberg and Henry Cabot Lodge Jr. in the Senate and Christian Herter and Charles Eaton in the House, the Republican Congress transformed the Marshall Plan for European recovery, which would almost certainly have foundered on the reef of inept State Department administration, into something that has a chance of working. It also voted aid to Chiang Kai-shek's China—thus giving our policy of opposing Stalin's Communist dynamism a consistency it had previously lacked.

On the domestic front Republican Senators Taft and Ives kept extremists of both camps from writing unworkable or vitiating clauses into the Taft-Hartley Act. Denounced by those who are reckless of the precise connotations of

words as a "slave-labor bill," the Taft-Hartley legislation has actually served to redress the balance between management and labor without undermining any of the important rights granted to labor by the Wagner Act. When Harold Stassen tried tacitly to utilize the charge of "Taft-Hartleyism" against Taft in the Ohio primaries, the rank and file of labor responded with a yawn. It manifestly had a better idea of the meaning of the word "slave" than some of its own leaders.

Blots on the Record

There have been serious blots on the Republican escutcheon. The recent attempts of the House to withhold vital sums from the European Recovery Program and to cast doubt on the wisdom of reciprocal trade should not be passed over in silence. But it is important to note that the most distinguished members of the party—and these have ponderable influence or blocks of delegates to throw into the breach at Philadelphia—are not associated with the narrower type of Republicanism. Vandenberg, Dewey and Stassen were all quick to repudiate the "Taberizing" of the European recovery appropriation. Taft, while he has preferred to let Vandenberg and Henry Cabot Lodge Jr. do the talking on foreign issues, is certainly in favor of doing what it takes to stop the international spread of Communism. Even Speaker Joe Martin, who is sometimes cited as the quintessence of parochialism, has often battled the few out-and-out Republican isolationists in the House.

All of the important Republican candidates have had their preconvention whirls, which means that the public at large has had plenty of opportunity to look them over and judge their relative appeal. Stassen has had his rise in Wisconsin and Nebraska, his leveling-off in Ohio and his decline in Oregon. Dewey has been down and up; his dogged approach has evoked an equally dogged support. Taft, while his speeches have not awakened popular echoes in the public-opinion polls, has won a wide measure of respect and has even gained the grudging admiration of political commentators who were once dubious of his "liberalism." General MacArthur had his brief day before the Wisconsin primary. The journalistic discussion of Governor Warren of California proves that his candidacy is one to interest party progressives. As for Senator Vandenberg, who has not campaigned for the nomination even in his home state of Michigan (which will go to him anyway), he is probably the brightest dark horse that ever champied a political oat. Even if he hasn't gone crusading for delegates he has been in the public eye and in the public-opinion polls. It would hardly be surprising if he turns out to be the Philadelphia "surprise."

With a plethora of candidates who have had their say on most important issues, the Republicans have no need—and no excuse—to turn up with something dubious out of a smoke-filled room. If there is any danger of this it arises from the fact that too many of the candidates are thinking of themselves alone; the presumptive kings exceed the kingmakers. A cat-and-

dog fight between the would-be kings might lead to a weary round of ballots—and a final desperate compromise on a nonentity.

Fortunately the convention opens under fine auspices, with Senator Henry Cabot Lodge Jr. occupying the temporary—and very probably the permanent—chairmanship of the Resolutions Committee. Lodge has been a leader in the Senate for an enlightened approach to the U.S. position in the world—and the platform which is produced by the Resolutions Committee should thus be in line with the dictates of good international statesmanship. If the platform lives up to Lodge's known opinions, it will be in sharp contrast to the parochial record set by the House of Representatives during the past couple of weeks. Public esteem for the Republican party will depend on just what the convention does to block any attempted resurgence of ancient blindnesses.

There are two historic traditions in the Republican party. One is the post-1920 tradition of "normalcy," of "Keep Cool With Coolidge," of the Smoot-Hawley Tariff. The other is the high activist tradition of the pre-1912 era, when William Howard Taft was for reciprocity, when John Hay was for the Open Door, when Teddy Roosevelt was campaigning for the Strenuous Life, when the elder La Follette was battling monopolists, when Elihu Root was championing the idea of a World Court, and when even McKinley (just before his death) was coming out against the economic isolationism implied by his own earlier support of a high tariff. Ironists may make much of the fact that an internationalist Lodge is in charge of Resolutions at Philadelphia in 1948, for it has become a cliché of the historians that the grandfather of young Henry created the dubious post-1920 Republican tradition when he "scuttled" the League of Nations. Actually, however, the elder Lodge was hardly an "isolationist"; it is mainly the cartooning genius of Rollin Kirby of the old New York *World* that makes him seem so in retrospect. When Taft and Root were moving spirits in the old League to Enforce Peace agitation, Lodge went with them. He was for an entente with France to keep the peace of Europe. He was even for Woodrow Wilson's League of Nations—"with reservations."

The Man's the Thing

So even in the matter of family tradition the man who heads the important Resolutions Committee touches with at least one hand the great activist era of the Republican party. The Republican platform of 1948 should be a good one, not only from the standpoint of foreign affairs but also on domestic civil liberty and tranquility. More important than the platform, however, is the candidate. A candidate can always junk a platform; what happened to the "budget-balancing" Democratic platform of 1932 is a case in point. But a good man carries his own platform in his character and his record. The Republicans this time cannot afford to make any deals or succumb to any quick power plays that will cut down the old activist tradition of the party at the very moment of its second flowering.

ABC CHESTERFIELD

ALWAYS MILDER BETTER TASTING COOLER SMOKING

"Chesterfield is my
cigarette - it's Mild
and pleasing"

Valli

STARRING IN
DAVID O. SELZNICK'S
"THE PARADINE CASE"



WHY...I smoke Chesterfield

(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)

*Liggett & Myers buy tobacco that's good
color, thin leaf, mild and sweet. Nobody pays
more for their tobacco.*

*I've been smoking Chesterfields for quite
a while. When you smoke one you get a smoke.*

Charles E. Bailey

TOBACCO FARMER, OWINGSVILLE, KY.

You can look now
**It's the '49
FORD!**

**IT'S THE CAR
OF THE YEAR**

**THE ONE AND ONLY
NEW CAR IN ITS FIELD**



There never was an automobile like this before. It is new and revolutionary in its field!

The Ford "Forty-Niner" is a complete break with the past. It was designed by you — all the way through. Yes, in surveys, letters and personal interviews, you told us what you wanted. Then we built your car.

You said you wanted ROOM. So we gave you a BIG car. Its front and rear seats, for instance, are actually 57 and 60 inches wide! It has 57% more luggage space. You never saw a car like this before.

You said you wanted SAFETY. So we gave you a 59% more rigid "Lifeguard" Body . . . "Magic-Action" King-Size Brakes that are 35% easier to operate by actual test . . . and "Picture Window" Visibility all around — more than 20 square feet of window area.

You said you wanted COMFORT. So we gave you a new "Mid Ship" ride . . . new "Hydra-Coil" Front Springs . . . and new "Para-Flex" parallel Rear Springs.

You said you wanted ECONOMY. So we gave you two new economy engines . . . V-8 and Six . . . with new lubrication system, new "Equa-Flo" Cooling and "Deep Breath" Manifolding to save you up to 10% on gasoline. And new Overdrive, optional at extra cost.

You said you wanted BEAUTY. So we gave you "the look of the year."

Yes, the '49 Ford is "The car of the year." See it today at your Ford Dealer's.

White Side Wall tires available at extra cost.



There's a *Ford* in your future



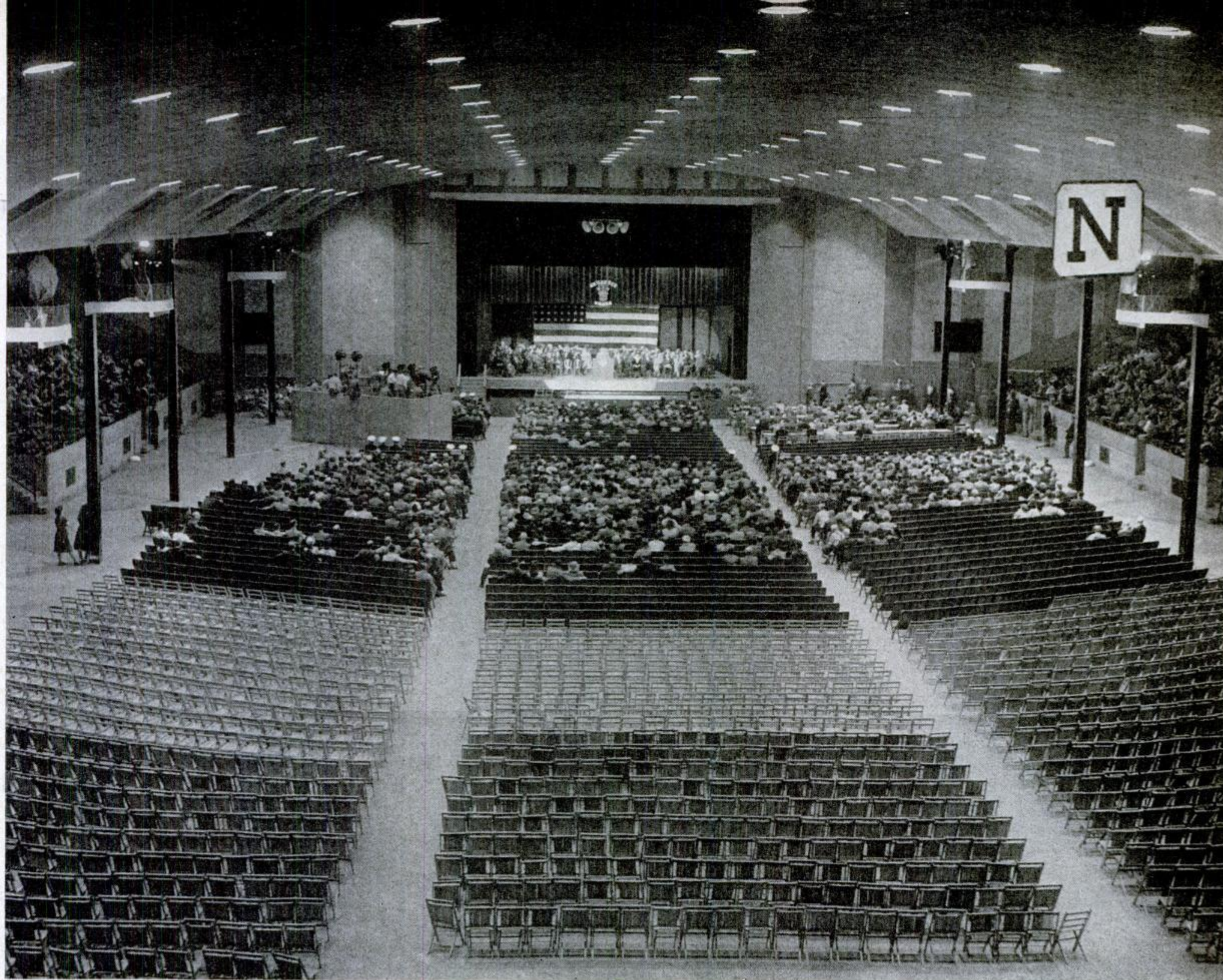


"Symbol of Outstanding Character"

"CHARACTER" is what sets one apart—from all the rest. The outstanding character of Paul Jones whiskey is apparent at the very first sip. For Paul Jones is made in the slow, old-fashioned way—to give your drinks especially rich, hearty flavor!

*Fine Blended Whiskey. 86 Proof. 72½% grain neutral spirits.
Frankfort Distillers Corporation, New York City.*

Paul Jones
FIRST OF ALL... FOR FLAVOR!



TRUMAN SPEAKS TO A NEARLY EMPTY AUDITORIUM IN OMAHA. THIS PICTURE WIDELY REPRODUCED IN NEWSPAPERS DEALT A SERIOUS BLOW TO HIS CAMPAIGN

THE TRUMAN TRAIN STUMBLES WEST

The most impressive thing last week about President Truman's trip to the West was his incredible ability to pretend that nothing at all was going wrong.

True, the President, his family and entire retinue dined on steaks, fresh raspberries, strawberries and mountain trout. And the expenses were being paid by the Treasury Department because the trip had been called "non-political." But nearly everything else was going wrong. In the first place Truman had decided to speak "off the cuff," the unfortunate result being almost a bobble a day. In Pocatello, Idaho he blandly complained that his own Interior Department took up his time with encyclopedia-sized reports. In Blackfoot, Idaho he chortled, "Looks like everybody in Blackfoot and half the state of Idaho is out to make me welcome" to a knot of 200 people. Even when he tried to crack a joke the result was something like his warning in a Nebraska city that the Lions' Club was in town and with 900 Lions loose they ought to have some cages. "I hope nobody gets clawed," he explained.

But if the President's remarks were unfortunate, so was his decision not to heed the advice of the Democratic politicians. To present a nonpolitical appearance, he had dumped Democratic Chairman J. Howard McGrath, who had spent months talking Truman into the trip, right off the train.

Then, despite the fact that the President immediately launched into a frankly political campaign, he still refused to mix with politicians. He could have used them. McGrath must have blanched, for example, when he heard that Truman had brushed off the Idaho delegation to the Democratic convention when they asked to call on him. Another local politician, who expected to ride part of the way on the train, was ejected bodily by Secret Service men. As a result of this kind of treatment few local Democrats were preparing the way ahead of Truman, and in Omaha's 10,000-seat Ak-Sar-Ben Coliseum only 2,000 appeared for the President's speech (above).

But the worst bobble of the Western trip so far came at the little town of Carey, Idaho where Truman unexpectedly was called upon to dedicate the new Wilma Coates airport. "Why," said he, "I'm honored to dedicate this airport and present this wreath to the parents of the brave boy. . . ." When Mrs. Coates whispered that it was not a boy but "our girl, Wilma," Truman blinked, tried again: "Well, I'm even more honored to dedicate this airport to a young woman who bravely gave her life for our country. . . ." Mrs. Coates had to interrupt once more. "No, no. Our Wilma, aged 16, was killed right here. . . ." Later an aide explained lamely, "Somebody shoulda briefed the boss."



CARTOON in *Chicago Tribune*, which he called one of the "worst papers in the country," pans the President.



We love work ...



we can sit and watch it for hours...



**especially when electricity is doing it
for a few pennies* a day!**

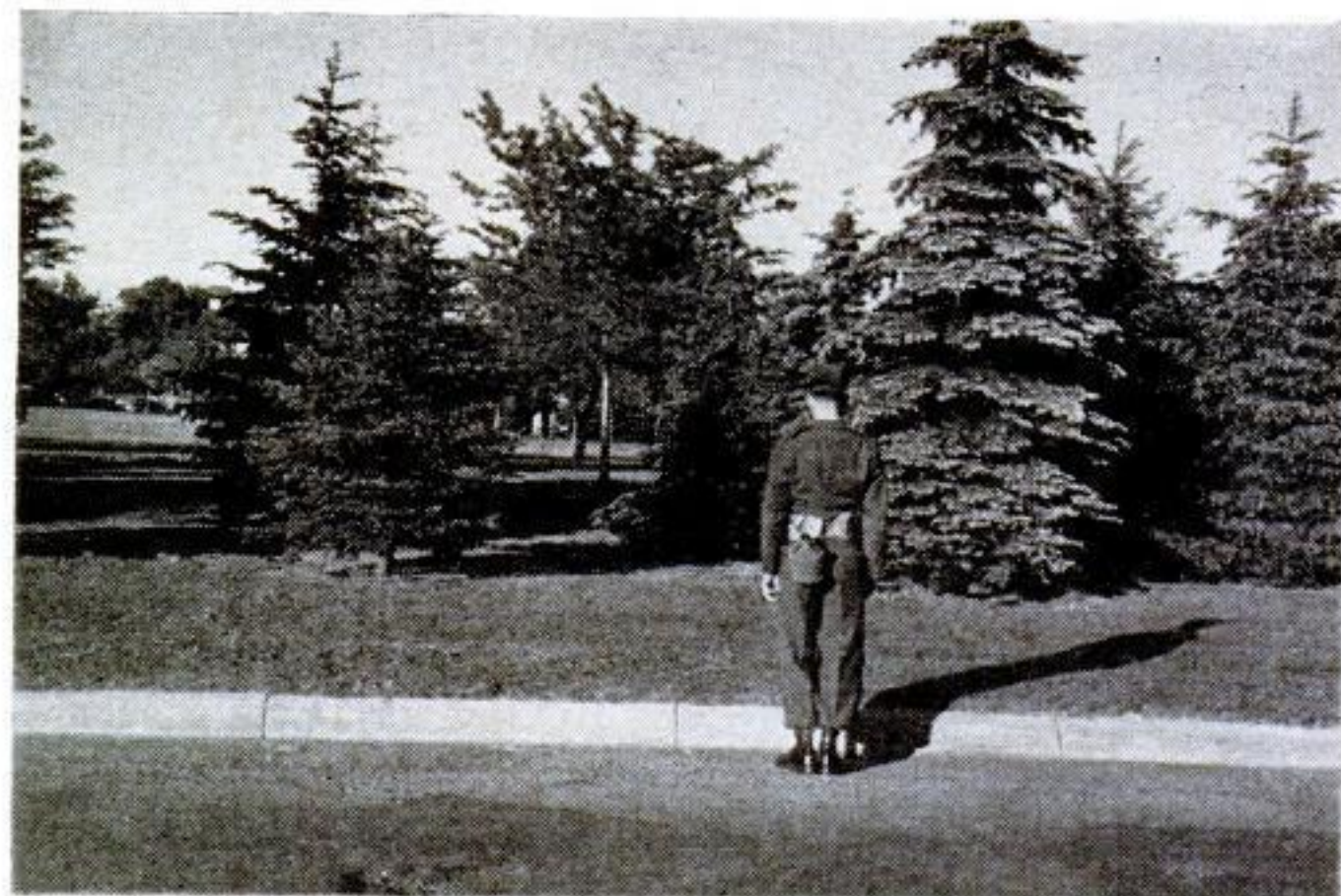
*** What a bargain! And—the average family gets twice as much
electric service for its money today as it did twenty years ago!**

America's business-managed, tax-paying
ELECTRIC LIGHT AND POWER COMPANIES*

**Names on request from this magazine*

• Listen to the Summer Electric Hour—FRANKIE CARLE AND HIS ORCHESTRA, every Sunday, 5:30 P.M., EDT, CBS.

President's Trip CONTINUED



LONELY SOLDIER faces outward toward what should have been crowds along President's route in Cheyenne. Crowds were small nearly everywhere.



SUN VALLEY WELCOME is extended by Tuck, representing the Sun Valley Hunting Dog Kennels. The President also fished and shot at clay pigeons.



THE PRESIDENT'S BUDDIES of the 35th Division parade with him in Omaha. Flag-bearer on President's right is Frank Spina, once Truman's barber.

[CONTINUED ON PAGE 46](#)



MR. BLANDINGS, FOUNDER OF THE STRANGE NEW BLANDINGS LAUGHTER TEST

THE POPULAR MR. BLANDINGS' LAUGHTER TEST

It's sweeping the country. Below are two sets of pictures. Examine them carefully. One set represents the different types of laughter common to most Americans. The second set represents the outstanding types of humor most popular in the U. S.

The test is intended to show which kind of laughter goes with which kind of humor. In the first group mark what you think your type of laughter is. Then examine the different types of humor and mark which type appeals to you most. If the combination you check matches any of the answer combinations below (don't peek), your laughter and sense of humor is normal or above.

But even if it's below normal, your laughter level can be raised to a new high if you'll see the movie MR. BLANDINGS BUILDS HIS DREAM HOUSE. This picture is the answer to all problems having to do with laughter and humor. The critics say it's one of the funniest pictures ever made. See it and you'll agree.

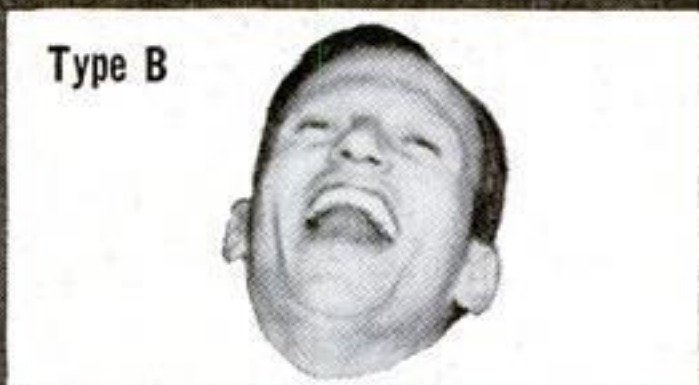
CHECK YOUR TYPE OF LAUGHTER

Type A



THE TITTER—Outstanding characteristic of this type is a deep-seated fear that she will go to pieces while laughing. This type also has a strong tendency to laugh until tears run down her cheeks. ☐

Type B



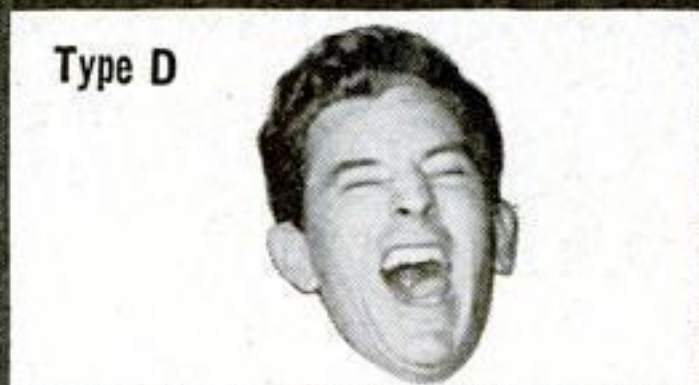
THE HOWLER—It is a very common type and easily recognizable by the sound which starts with a squeal and ends with a shriek. It can be heard for miles on a clear day in and around Radio City. ☐

Type C



THE BELLY LAUGH—Often goes with jolly over-weight and usually shows decided preference for Cary Grant pictures. The laugh starts from the floor, winds up making the rafters ring. ☐

Type D



THE ALL OUT—Uses an open-mouth stance. Found in most parts of U. S., particularly the Mississippi River Valley and tributaries. Advanced cases are often found rolling in theater aisles. ☐

CHECK YOUR TYPE OF HUMOR

Type 1



THE "SAGGY" HOUSE TYPE of humor is similar to "shaggy dog" type; appeals to limited number of people, largely men and women. Mr. and Mrs. B (above scene) have just seen a "saggy" house and it appears to be NOT their type. ☐

Type 2



THE BEDROOM TYPE of humor is a big laugh-getter in many parts of America, particularly in the 48 states, including the Hawaiian Islands. The point in the picture above: the absurd idea of wearing overcoats while going to bed. ☐

Type 3



THE BATHROOM TYPE is limited to a small number of people, just under 143 million, living south of the Great Lakes. The point here has to do with a steamy glass and a sharp razor... and involves Mr. B's ingenious safety razor ideas. ☐

Type 4



THE JEALOUS HUSBAND TYPE of humor is rare but watchers from the Audubon Society report good specimens at Cary Grant pictures, college fraternity reunions, and recently a few have turned up on transcontinental Greyhound buses. ☐

DORE SCHARY Presents

NORMAL COMBINATIONS, A-1, B-4, C-2, D-3

FOR FURTHER LAUGHTER

SEE

CARY GRANT • MYRNA LOY • MELVYN DOUGLAS MR. BLANDINGS BUILDS HIS DREAM HOUSE

Produced and written for the screen by Norman Panama and Melvin Frank. Directed by H. C. Potter. An RKO Radio Production.

Get a copy of CLOSE-UP, Hollywood's own magazine, for full details on MR. BLANDINGS (and his Dream House)—64 pages fully illustrated—19 articles—8 features. Send 25¢ to Selznick Studios, Washington Boulevard, Culver City, California, Department L, or ask for it at your local theater



Women like this will **CHEER!**



So will all the many people kept awake, made nervous or jittery by the caffeine in regular coffee! For . . .

THE NEW IMPROVED SANKA COFFEE

now has a new, marvelous flavor to delight lovers of fine coffee! Yet it's 97% caffeine-free. You can drink it and sleep. And you'll love the taste!

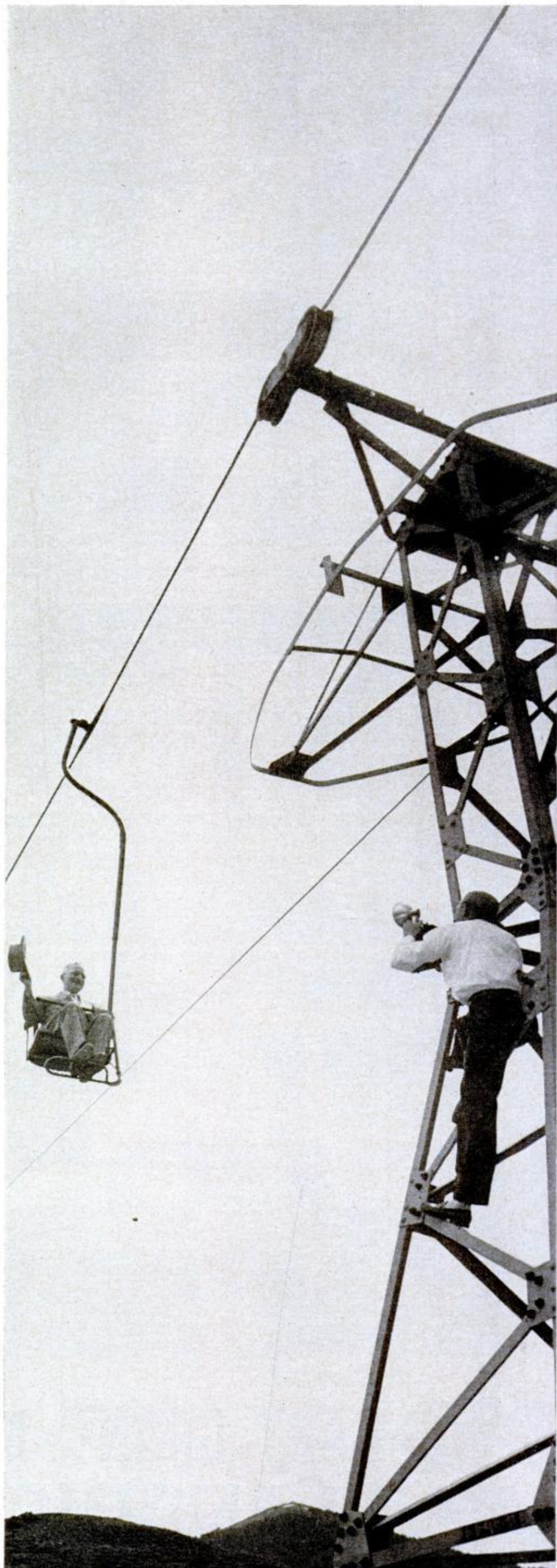


FINER FLAVOR in Sanka Coffee is due to a brand-new flavor-saving process . . . a miracle method of taking the caffeine out of the coffee.

Try Sanka Coffee today. See for yourself what a great flavor-improvement has been made. Sanka comes in two forms: Ground for drip or percolator; Instant Sanka, made instantly in the cup. Products of General Foods.



President's Trip CONTINUED



ANOTHER FREE RIDE carries the President up the ski lift at Sun Valley. Truman spent a day at Sun Valley taking long walks, having a rest and clowning for photographers. But the President overdid the outdoor life. Next day he rode 140 miles in an open car, got a bad combination of sunburn and windburn.

Kodak



You press the button...

It



does the rest

Millions have found that the "short cut" to
swell snapshots is Kodak Verichrome Film . . .
Eastman Kodak Co., Rochester 4, N. Y.

Only Eastman makes Kodak Film...the film in the familiar yellow box



SEA-FOOD SAUCE

1 can Hunt's Tomato Sauce 2 tbsp. horseradish
1 tsp. prepared mustard 1 tsp. mayonnaise
1 tbsp. lemon juice Salt and pepper to taste

Simply mix all ingredients; chill and serve. Seasonings may be varied to suit individual taste. For a "hot" sauce, add a dash of Tabasco. This recipe makes one cup of sauce. It may be made up ahead and kept in covered jar in refrigerator.

Do have one!
...and dip it deep
in that glorious sauce

WHAT DELICIOUS things you can make with Hunt's Tomato Sauce! For instance —

A tangy sea-food sauce that perks up appetites like a salty breeze. The recipe's easy, too.

For Hunt's Tomato Sauce comes to you already *kettle-simmered* — with fine spices and seasonings. Rich and thick and flavorful.

Get several cans of this handy cooking sauce right

away. Make that sauce for sea foods — make it up ahead, and keep it in the refrigerator. Serve it with shrimp, crab meat, oysters, clams.

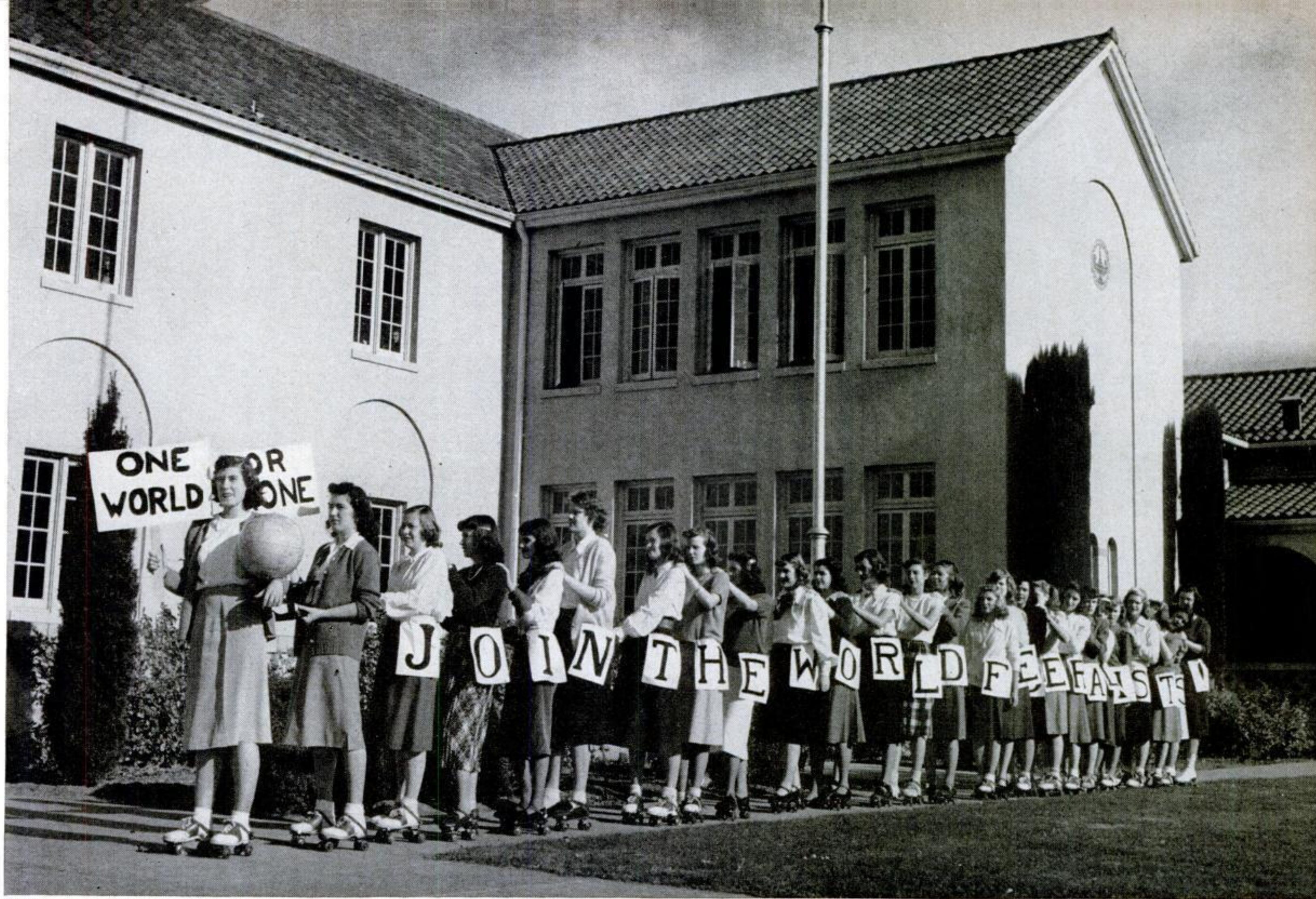
Then try Hunt's Tomato Sauce in other recipes. Just add it when you make meat loaf, rice dishes, spaghetti, soups, eggs, gravies. And leftovers!

Remember — *Hunt's costs you only a few cents a can.* So it pays to keep several cans on hand.



Hunt Foods, Inc., Los Angeles, California
Hunt's Fruits • Vegetables • Tomato Products

Hunt-for the best



STUDENTS AT PALO ALTO, CALIF. HIGH SCHOOL LINE UP SLOGAN AND PREPARE TO PUBLICIZE THEIR WORLD GOVERNMENT ORGANIZATION ON ROLLER SKATES

WORLD GOVERNMENT

The energetic Federalists are most enterprising of organizations trying to get the nations to unite

The picture at the top of this page is worth a long and careful look. At first glance it appears to show nothing more than a group of high-school girls engaged in the endless routine of class rallies or sorority campaigns of some sort. The familiar props are all there: the pretty girls, the saddle shoes and sweaters, even the hand-lettered signs. Where the script differs is in the purpose of the demonstration. These girls, students at Palo Alto (Calif.) High School, are not electing a football captain. They are deep in the business of promoting a world government.

The Palo Alto demonstration is symptomatic of the activity on other school and college campuses. Throughout the country similar groups of young people are busy as members of the Student Division of an organization called United World Federalists, Inc. The purpose of the World Federalists is to persuade the countries of the world to join in a single government in order to avoid future wars.

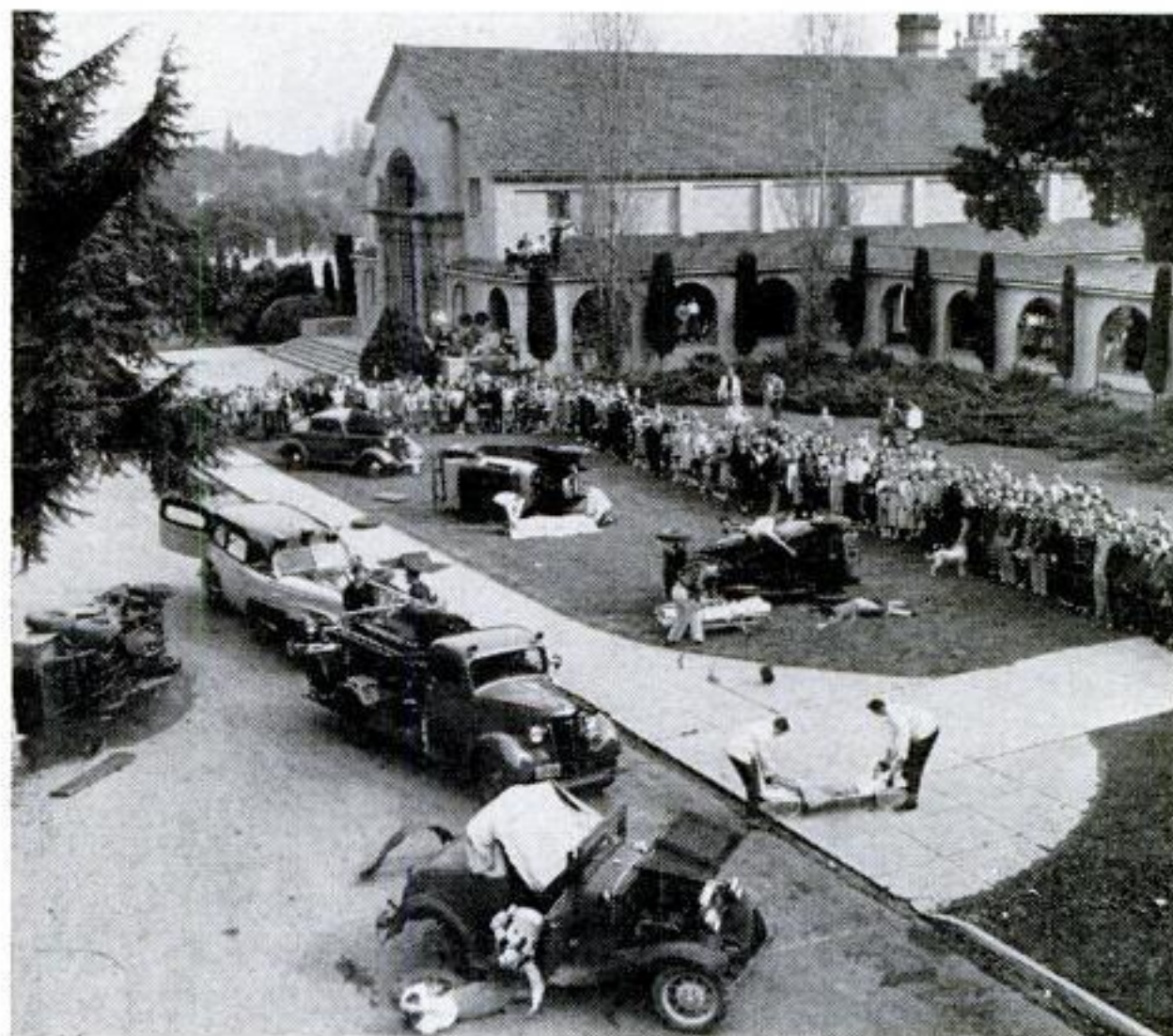
World federalism is only one of several such plans (pp. 52-56). What distinguishes it from the others is the tremendous energy of its adherents. They hold forums, make radio speeches, organize parades, harangue congressmen and parents with equal impartiality, bringing the fire and enthusiasms of a new youth crusade to the cause of world government.

But United World Federalists, Inc. is

no mere youth movement. Of its 34,000 members only 7,000 are students. The rest are serious adults who have become more and more convinced by the events of the past few years that some sort of world organization is necessary for mankind. Former Under Secretary of State for Economic Affairs William L. Clayton and Supreme Court Justice William O. Douglas are on

the World Federalists' Advisory Board. A hardheaded businessman, W. T. Holliday, president of the Standard Oil Company of Ohio, is on the Executive Board. But the World Federalists' most important figure is a 27-year-old war veteran, Cord Meyer Jr. (next page), who in 13 months as its president has talked with chilling clarity on atomic warfare to some 60,000 people, driving to push world federalism from the realm of woolly ideas to that of practicality.

The program of the World Federalists reflects the drive for practical solutions. They would prefer to see the U.N. Charter altered so that the U.N. could become a world government rather than undergo the monumental effort of trying to set up one outside of the U.N. To this end they have persuaded 17 state legislatures in the U.S. to pass resolutions instructing Congress to consider revising the U.N. Charter. Their attitude on Russia, once visionary, has gradually firmed. It now seems to be: make every possible effort to get Russian cooperation or, failing this, go it alone.



SCARE TACTICS, like this implausible enactment of the results of an atomic bombing, are used by Palo Alto students to recruit new members.



World Government CONTINUED

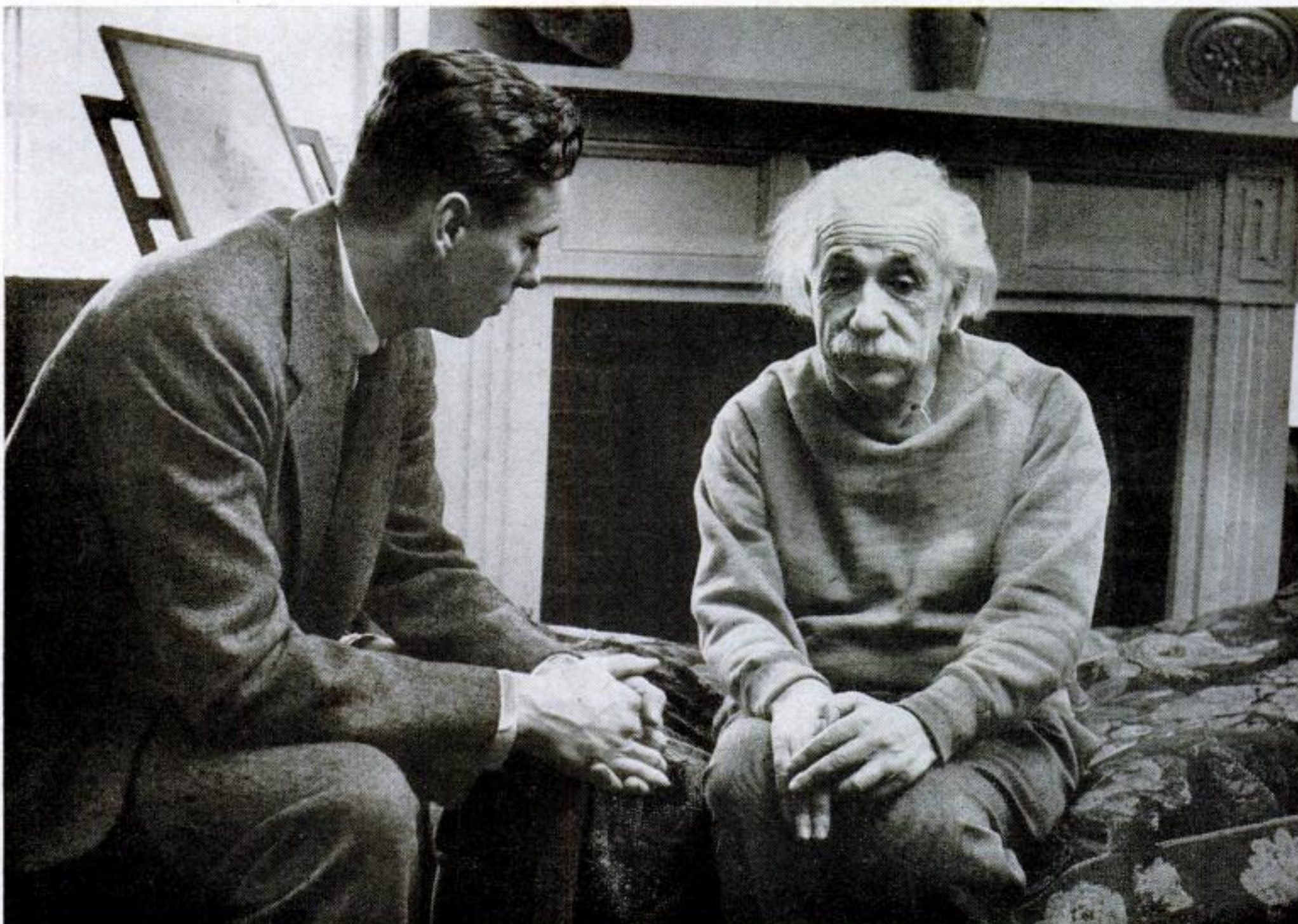
CORD MEYER IS GROUP'S PRESIDENT AND SALESMAN

The master salesman for world government is Cord Meyer Jr. (*left*), president of United World Federalists, Inc. He has published a popular book on world government called *Peace or Anarchy*, which has sold nearly 50,000 copies. He has written some 12 magazine articles and traveled 40,000 miles in the last 13 months, averaging seven speeches each week. He has won distinguished friends (*lower left*) and has testified at hearings on United Nations reform before the House Foreign Affairs Committee (*lower right*). In addition he has increased the paid membership of his organization from 20,000 in February to its present 34,000.

Son of a wealthy New York realtor, Meyer graduated with honors from St. Paul's School and Phi Beta Kappa from Yale in the summer of 1942. Immediately afterward he went to Quantico, Va. for Marine training, reached the Pacific in time for the invasion of Eniwetok. On Guam a Japanese hand grenade exploded in his face, blinding his left eye. This personal loss together with his twin brother's death on Okinawa turned Meyer into a believer in world government.

In comparison to some other world federalists Meyer is a conservative. He thinks that world government must be achieved through revision of the U.N. Charter. An immediate goal would be to give the U.N., as the legally constituted world government, a strong police force and control of atomic weapons. But there is nothing conservative in Meyer's intense belief in world government, which at times approaches fanaticism. If world government is not achieved by 1951, Meyer is facetiously considering a plan to take his wife and two sons to Africa and start life anew among the Pygmies. Without world government Meyer is dead sure there will be another world war. It will be fought with vastly improved atomic and biological weapons and, he is convinced, will destroy Western civilization.

WORLD FEDERALISTS' PRESIDENT MEYER IS AN INTENSE YOUNG VETERAN WHO WAS BADLY WOUNDED ON GUAM



WITH ALBERT EINSTEIN Meyer discusses Russia's attitude toward world government. Einstein thinks Rus-

sians would first oppose world government, then "once they see they cannot stop it . . . they will collaborate."



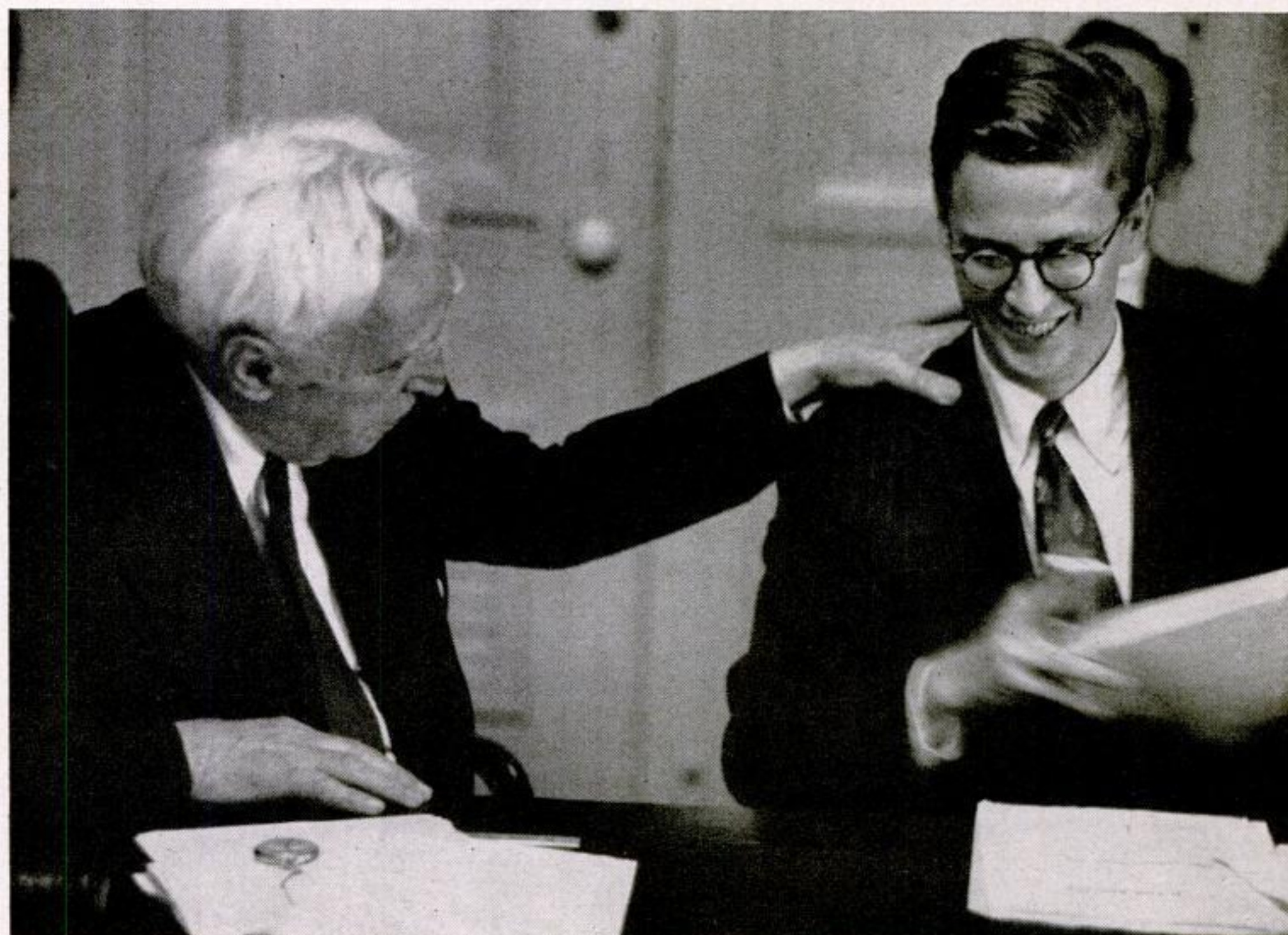
AT COCKTAIL PARTY given by Mrs. Raymond Clapper, Meyer answers arguments, seeks members. World



STUDENTS AT GROTON SCHOOL SIT SPELLBOUND AS MEYER DESCRIBES THE ATOMIC WAR, WHICH HE THINKS CAN BE PREVENTED ONLY BY A WORLD GOVERNMENT



government is a favorite drawing-room topic and World Federalists do much of their recruiting at such gatherings.



IN WASHINGTON after presenting the case for world federalism before the House Foreign Affairs Committee

on May 11, Meyer receives the friendly congratulations of the committee's 80-year-old chairman, Charles Eaton.

Look what we found!



Blackie:

"Say, Whitey, I'll bet this old treasure chest is full of gold doubloons and pieces of eight."

Whitey:

"Many people would consider it a perfect treasure, Blackie, if it contained a few bottles of BLACK & WHITE!"



"BLACK & WHITE"

*The Scotch
with Character*

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World Government CONTINUED



FOUNDING FATHERS of the World Constitution are University of Chicago's Chancellor Robert Hutchins (left), Author-Philosopher G. A. Borgese.

A WORLD CONSTITUTION

Chicago scholars outline plan that represents the most mature thinking on the subject so far

Many of the people who have joined such organizations as the World Federalists, the Citizens Committee or Federal Union have been more intrigued with the ideal of world government than with the practicalities of planning its details. Since March, however, such reformers have had a concrete proposal from a committee of professors which forces them to think about these questions. This hypothetical World Constitution, known as the Chicago Plan, provides for a World President, a one-chamber world legislature of 99 members called the Council, a Chamber of Guardians to control and use armed forces, a Supreme Court, a Tribune of the People (*chart, p. 54*) and various other elements. Its key members are elected by a Federal Convention of about 2,000 delegates which meets every three years and is itself elected directly by the people of the world, one delegate per million human beings, including at least one from every nation of 100,000 or more.

The Chicago Plan is the best-deliberated attempt yet to draft a one-world constitution. Its framers were trying to bring the world-government movement "down to earth." They were a committee called together by Robert M. Hutchins of the University of Chicago. Spark-plugged by Hutchins and Secretary G. A. Borgese, the committee deliberated for two years before agreeing on this Preliminary Draft, on which they now seek outside criticism and debate. It is signed by Hutchins, Borgese, Mortimer Adler, Stringfellow Barr, Albert Guegard, Harold A. Innis, Erich Kahler, Wilber G. Katz, Charles H. McIlwain, Robert Redfield and Rexford G. Tugwell. Four members of the committee—Beardsley Ruml, Reinhold Niebuhr, W. E. Hocking and James E. Landis—dropped out en route and a fifth, Richard P. McKeon, withheld his signature.

"Minimalist Fallacy"

The first problem faced by the Chicago constitution-makers took them almost a year to decide. This was the so-called "minimalist fallacy," to which many a federalist adheres. Minimalists believe that the sole purpose of a world government at this stage of history is to prevent war and that all it needs for this purpose is a monopoly of decisive weapons. The Acheson-Lilienthal proposals for an atomic development authority under the U.N., with control of all atomic processes, were an approach to such a minimal government. So are most schemes

for putting teeth in the U.N. But the Chicagoans concluded that men will always fight until they get their rights and therefore any government which hopes to keep peace must also secure and dispense justice.

Once this additional purpose was granted, the functions and apparatus of the government began expanding. Hutchins originally hoped the whole constitution would fit on one sheet of paper. Instead it wound up with 47 sections that fill 15 pages of type.

First comes a Declaration of Duties and Rights, a sort of blend of the U.S. Bill of Rights and the golden rule. Next comes the Grant of Powers, which gives the world government all the powers our federal government was given by the states in 1787 and then some. (For example, it can change boundaries or form new states.) Although non-delegated powers are "reserved to the several states or nations or unions thereof," the delegated powers are so broad that by American constitutional standards the Chicago world government is not really federal at all but unitary; *i.e.*, it assumes one world. Says the preamble, "The age of nations must end, and the era of humanity begin."

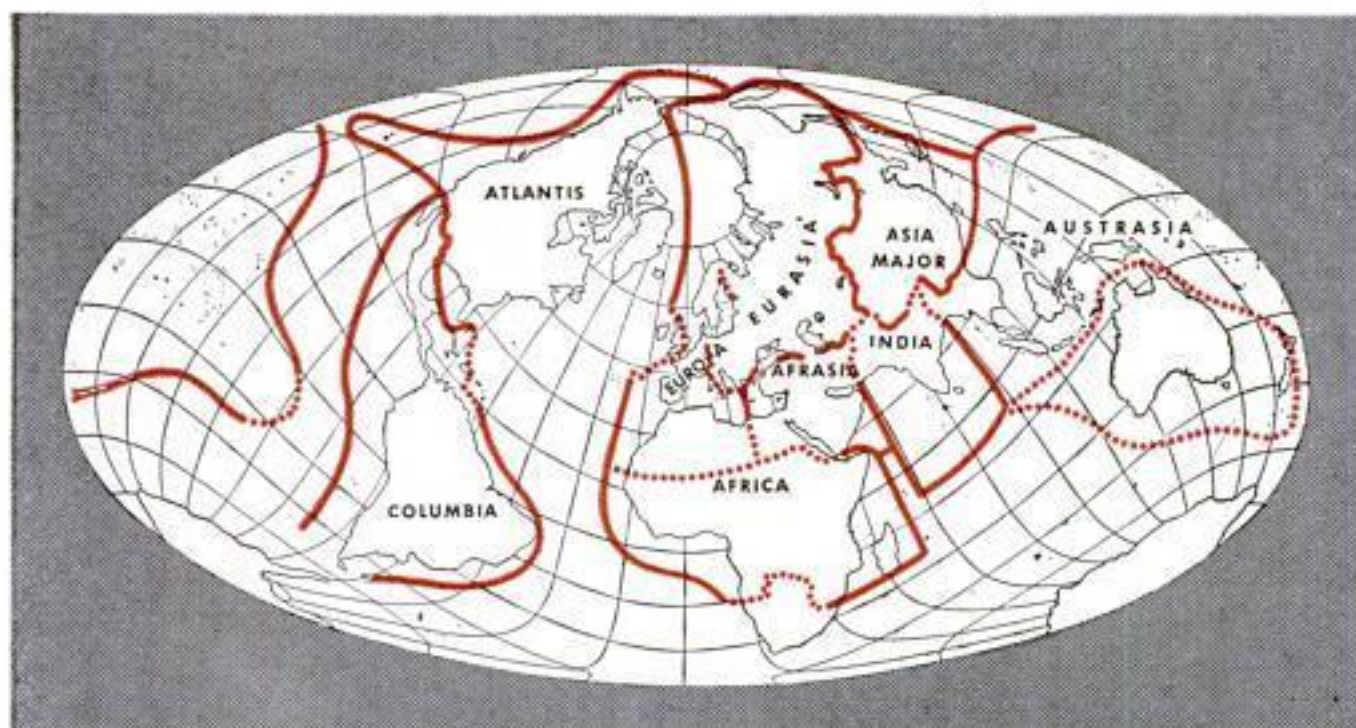
Nevertheless the constitution bows to the federative principle and contains an electoral gimmick which might in fact permit a true federation to develop. This gimmick is a division of the world into nine "societies of kindred nations and cultures, or regions" (*map, below*), by name Europa, Atlantis, Eurasia, Afrasia, Africa, India, Asia Major, Austrasia and Columbia. Each region chooses an equal number of candidates for the world Council. Although these candidates are voted on by the popularly elected Federal Convention, the Convention must choose at least nine councilmen from each region. This means that the Council will not be directly representative, China and India having fewer councilmen than their proportionate share of the world's population and Africa having more. Regional equality is also protected in other ways. For example, the world President, a powerful individual during his six-year term, is not re-eligible, and no two presidents in a row can come from the same region. Thus even if all the regions do not develop comparable political and economic weight in fact (which in an ideal federation, they perhaps should have), no region can dominate the world government for long.

Ideas Old and New

The three branches of government—legislative, executive, judicial—are separate and roughly balanced, just as in the U.S. Constitution, and like ours they have many ingenious cross-ties; but the Chicago world President has powers at which even F.D.R. might have whistled. Not only is he head of all the armed forces in the world (as chairman of the Chamber of Guardians) but he is also chief justice and chairman of the Grand Tribunal, a 60-judge World Court. The idea of a strong presidency is strictly American and was considered a concession to the American viewpoint by the few European-trained members of the committee (Borgese, Kahler, Guerard). But the article making the President chief justice, which was designed to dramatize the government's role as a dispenser of justice as well as force, is now regretted by some of the same men who thought it up.

The draft also contains American concessions to the European viewpoint. A "syndical or functional Senate," representing unions, corporations, etc., is set up with vague mediative powers in case future generations should want to emulate Mussolini's corporative state. There is to be an executive Planning Agency, but its powers are also vague. Other socialistic articles are perhaps not vague enough for American taste; for example, land ownership is "subordinated in all cases to the inter-

CONTINUED ON NEXT PAGE



PROPOSED BOUNDARIES of Chicago Plan are shown in two-dimensional globe, split so as to include all nations. On this map solid red lines indicate the nine regions into which the Chicago group would roughly divide world. Dotted lines indicate areas where countries are left a choice as to which region to join. Britain, for example, might join the U.S. and Canada in Atlantis or cleave to Europa. Except for electoral purposes regions need not have governments.

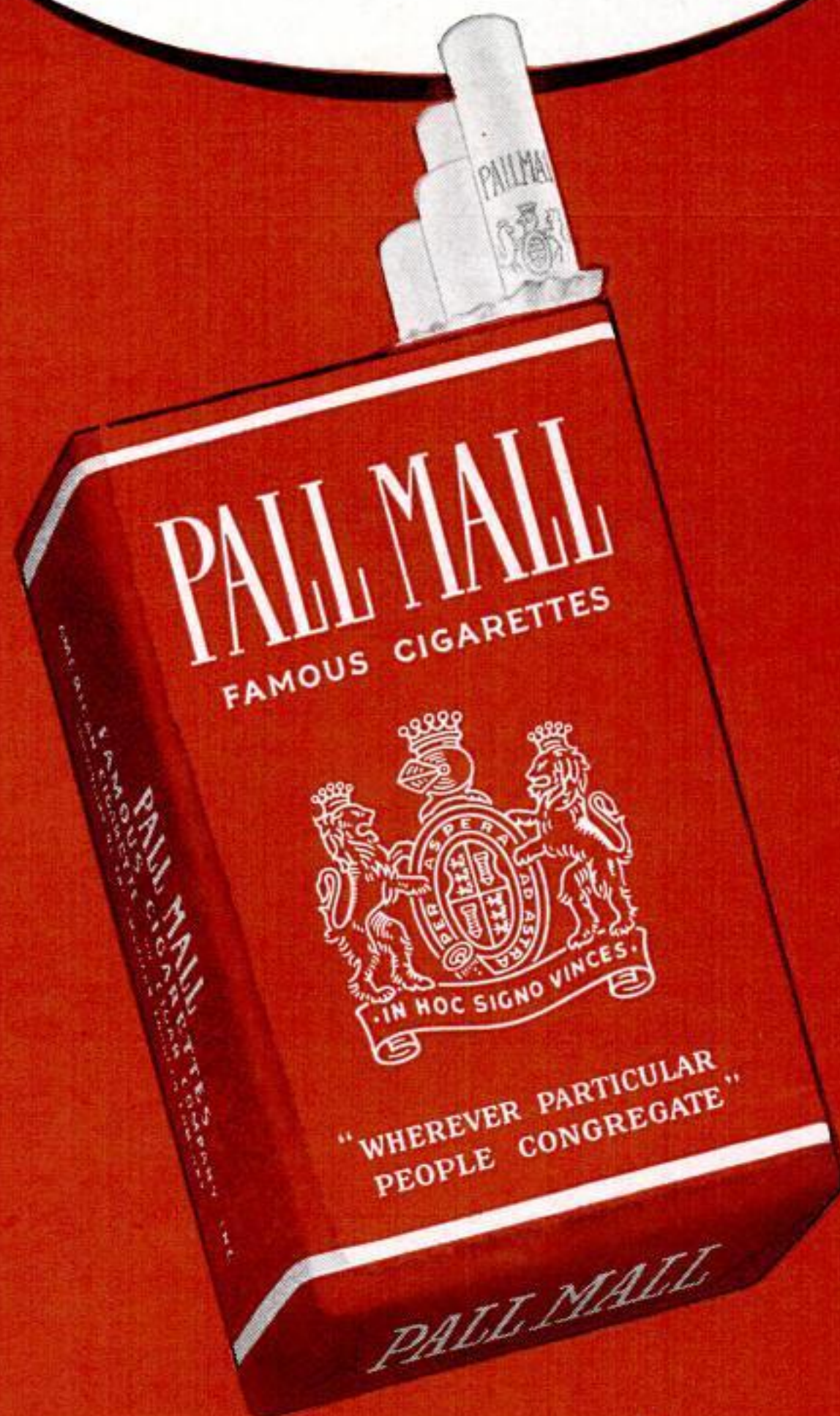
Of America's leading Cigarettes
one is

OUTSTANDING

PALL MALLS are *good* to look at—
good to feel—*good* to taste—and *good* to smoke!

Pick up a PALL MALL—*see* the difference
—*feel* the difference. Smoke a PALL MALL and *taste*
the difference. For PALL MALL's greater length of
traditionally fine tobaccos filters the smoke of this *longer*,
finer cigarette . . . gives you that smoothness, mildness
and satisfaction that no other cigarette offers you.

PALL MALL — the *longer*, *finer* cigarette in
the distinguished red package.



-and they are
mild!

Discovery!

called finer than Lanolin itself by skin scientists

vitone now in Jergens Face Cream



Doctors' tests show 8 out of 10 complexions beautifully improved: "Softer, smoother, fresher" with Jergens Face Cream enriched with Vitone.



World Government CONTINUED

est of the common good" and monopolies are to be government-owned. But in general neither capitalism nor socialism is prescribed for the world economy; it could turn out to be either or both.

The most original idea in the draft is for a spokesman of minorities, to be called the Tribune of the People. A sort of one-man public defender and civil-liberties union, he can appear before the Grand Tribunal whenever he finds a "bill of rights" case. To make sure he is minority-minded, an ingenious method of electing him is proposed: the Convention votes for him by secret ballot, but the office is vested in the runner-up instead of the winner. Most critics of the draft assume that this idea is naive and that candidates for Tribune will learn how to electioneer for the second highest number of votes, but none has yet described just how such electioneering could be successful.

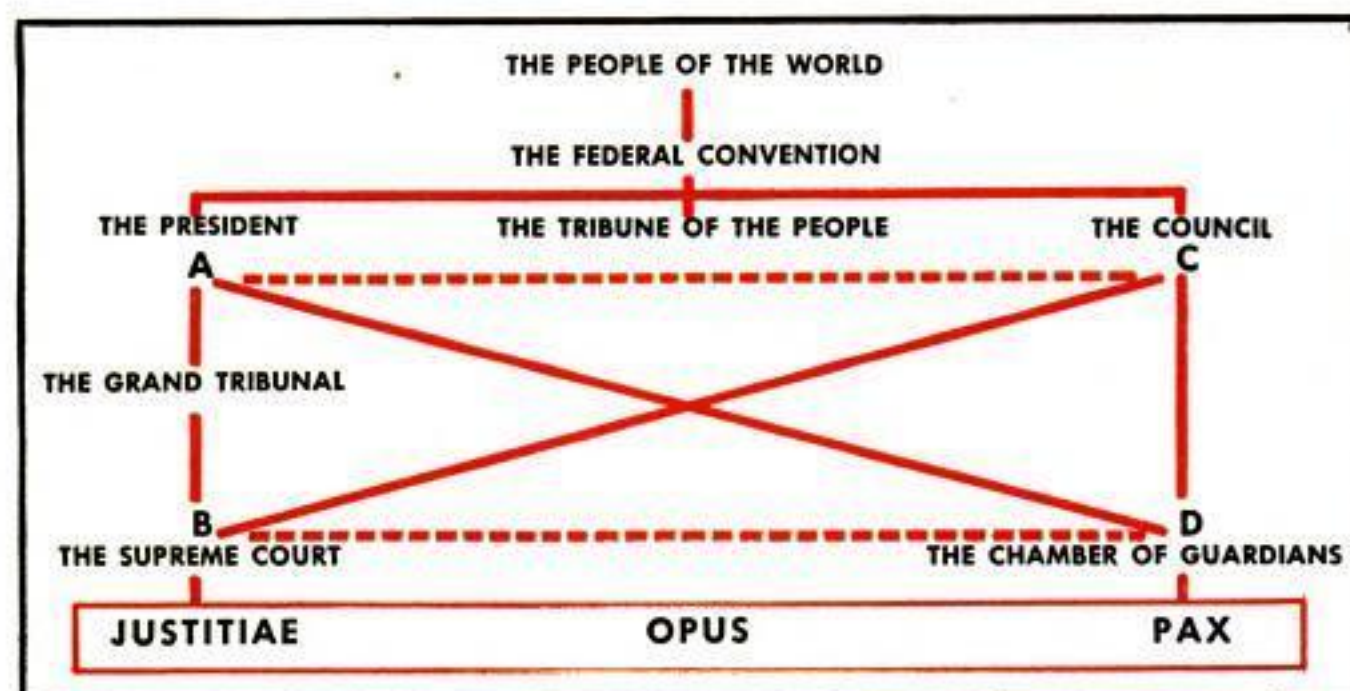
Other sections provide for amendments, for a world language, lower courts, etc. The founding convention, which Hutchins hopes for before 1950, would be convoked in ways and means determined by the U.N. Assembly. It would become effective if ratified by majorities representing two thirds of the world population.

All in all, the Chicago draft is detailed, imaginative and rather eclectic as to political principles. Perhaps the latter is its chief drawback to people who, like most Americans and all Communists, are wedded to one coherent body of political principles which they think have universal application. The authors of the American Constitution in 1787 had the advantage of agreeing instinctively on first principles, such as the reality of natural law. The Chicagoans in 1947 were forced to prescribe for a world that, even if you leave out the Communists, does not agree on first principles. Americans, for example, acknowledge no principle by which a government can prescribe a bill of duties along with a bill of rights, duties under our system being a matter between the individual and his conscience. And even though it be argued that our federal republic has long since become a unitary nation, we remain instinctively devoted to the federative principle of diffused and balanced power as the only safe check on any central authority, whether political, economic, ecclesiastical or atomic. The Chicago constitution mixes these principles with others, without having achieved more than a verbal synthesis.

There can even be serious debate as to whether "justice" is the best cornerstone on which to found a world government and secure peace. Many Americans would prefer "freedom." Freedom is the basis on which Clarence Streit (p. 56) has erected his plan for a supergovernment. Streit, who in 1939 proposed immediate union between the U.S. and Britain, would now unite all countries who have mastered the art of free self-government, including France, Italy, Australia, etc., on the ground that their political institutions are already similar enough to make such a union feasible. Other nations would be invited into this "Great Union" as they became free.

But if there is to be a true synthesis of the world's various political credos, someone must start trying to define it. The Chicago draft is a bold start. Like the good teachers they are, the members of the committee have at least forced many a world federalist to face the facts of politics and the nature of government. One federalist found the draft "far ahead of him." Another thought it an "esoteric task" on which "publicity should be avoided." But most welcomed it on the ground that any publicity for world government is good publicity and the more thinking about it now, the better any eventual world government is likely to be.

—JOHN K. JESSUP

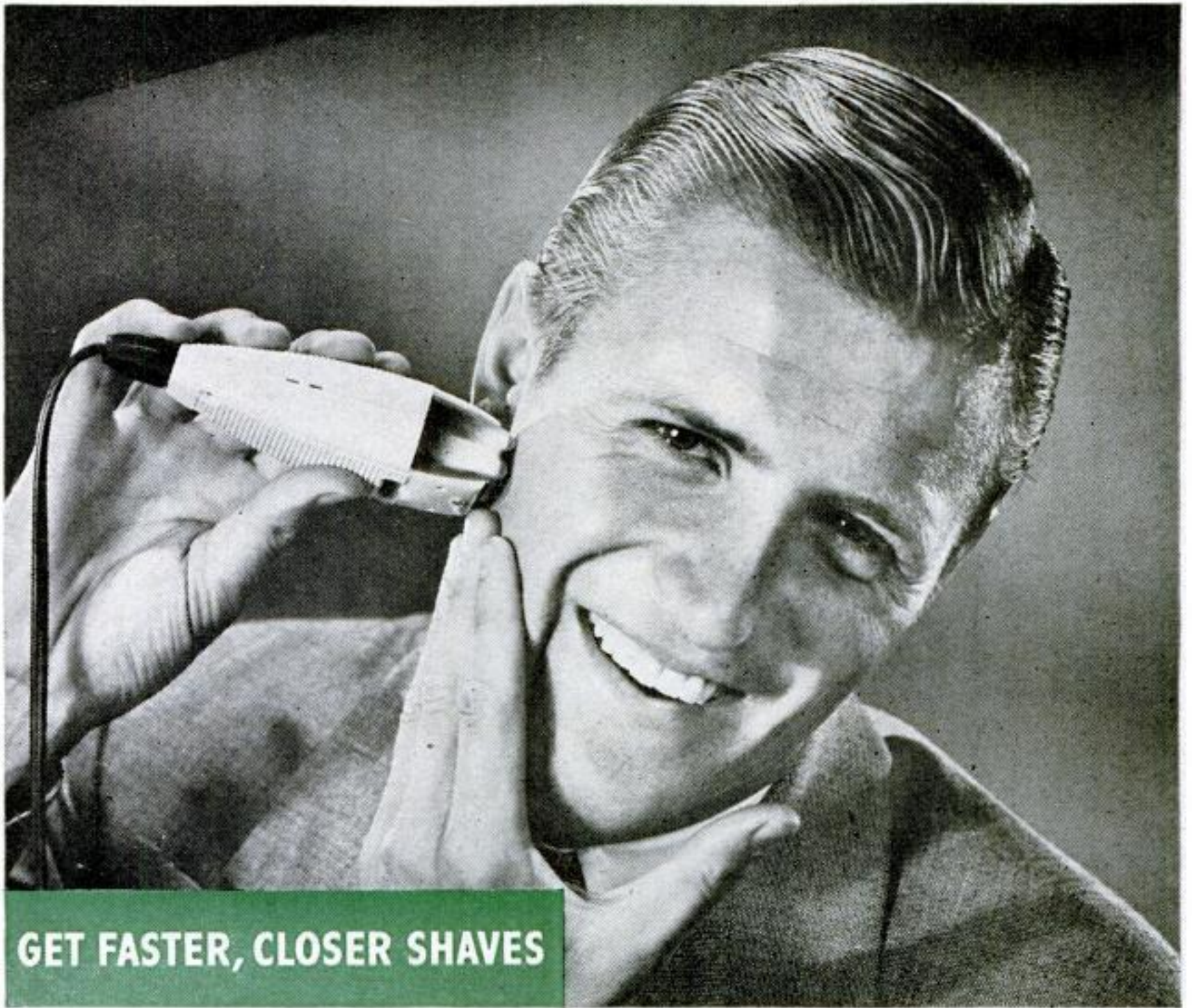


FRAMEWORK of World Constitution is outlined in chart prepared by Chicago group. President would be powerful but he would be subject to checks and balances. For example, solid line CB means that Council has veto over presidential appointments to judiciary. Dotted line AC means that chairman of Council would be acting president if the presidency fell vacant. President presides over Chamber of Guardians (AD) and judiciary takes part in elections to Chamber of Guardians (BD). Latin slogan sums up group's basic philosophy: Peace Is the Work of Justice, i.e., without international justice there can be no peace.

CONTINUED ON PAGE 56



SPREAD ON BEFORE SHAVING



GET FASTER, CLOSER SHAVES

IN HOT WEATHER...get faster, closer electric shaves with amazing preparation



Can cut your shaving time in half... 4 out of 5 users thrilled by results

EVEN on sticky, perspiry days, you can enjoy a new high in performance from your electric shaver—with sensational Lectric Shave. Over 95,000 men have tested this remarkable liquid discovery . . . and 4 out of 5 of them are now enthusiastic users.

Lectric Shave helps you get a longer-lasting, quicker, easier shave with any electric shaver. Just spread a few drops on your face *before* shaving.

FASTER SHAVES! Cuts down "shaver drag"

Lectric Shave gets rid of shaver-clogging perspiration—smooths the skin to overcome "shaver

drag." You can shave faster, save precious minutes of shaving time. And you can shave comfortably even if your skin is dry and sensitive. Your face is left feeling cooler and refreshed.

CLOSER SHAVES! Conditions face and whiskers

Lectric Shave's special emulsifying ingredients make your face and beard feel softer. It takes the "fight" out of wiry whiskers to help you get a closer, more even, longer-lasting shave. And it's good for your shaver's cutting head.

FREE—Try Lectric Shave at our expense. Get Lectric Shave at any toilet-goods counter—50¢ a bottle plus tax, enough for 80 shaves. If you prefer, we'll send you a generous sample bottle—enough for 30 shaves—*absolutely free*. Send your name and address to The J. B. Williams Co., Dept. LE-11, Glastonbury, Conn., U. S. A. (Offer good in U. S. A. and Canada only.)



"With Lectric Shave, I shave much closer and faster—and get a cooler, more comfortable shave in the bargain," writes F. Ensminger, Jr., Newark, N. J.



"I make a big saving in shaving time with Lectric Shave," reports G. Weaver, Jr., Orlando, Florida. "And there's never any shaver pull or irritation."



"I learned how really quick and comfortable electric shaving can be, even in hot weather, when I started using Lectric Shave," says J. B. Wines, Elko, Nev.

"Meet my newest Dalmatian, little Joe. He's fed on Friskies because I know from experience there's no better food for dogs."



says **RAY MILLAND**
star of "SO EVIL MY LOVE"

a Hal Wallis Production
for Paramount release

Complete Nutrition at Lowest Cost

"As a breeder and handler of Dalmatians and other breeds, I know Ray Milland is wise in his choice of Friskies. It is a big favorite with professionals, because Friskies provides all the known food factors every dog needs—and because we find no other complete diet more economical."

— says **Bobby Mettert**

well-known breeder and kennel operator of San Fernando, California.

Owners, Breeders, and DOGS agree on "Friskies"

DOGS LOVE the "meaty" smell and taste of Friskies! In either form, Meal or Cubes, Friskies gives them 100% complete *balanced* nutrition—every known vitamin, mineral, protein and carbohydrate your dog needs *and must eat* for good condition, growth, energy, strong teeth and bones, glossy coat.

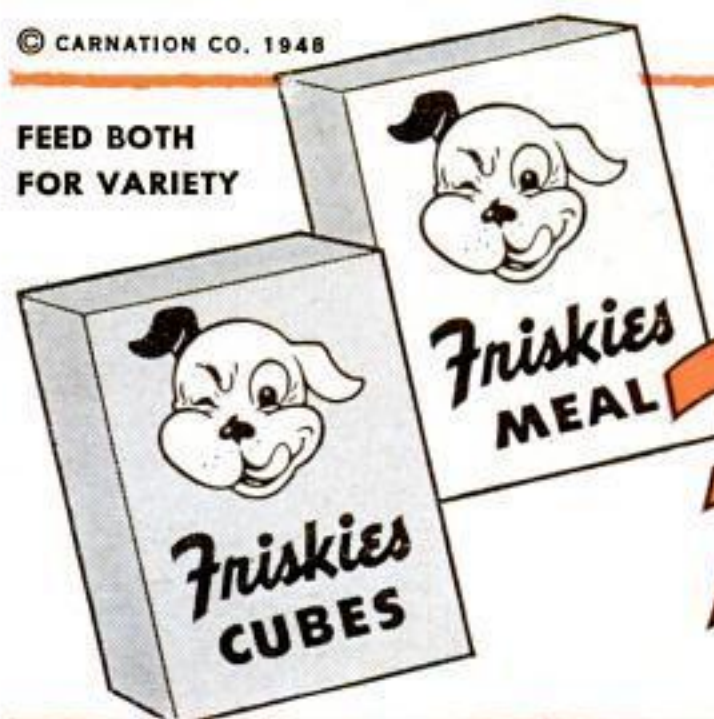
FRISKIES is clean and convenient—no waste, no spoilage, no refrigeration, no can to open! Yet Friskies costs less than half as much to feed as most "canned" type dog foods.

GIVE YOUR DOG the advantages of Friskies famous nutritional *quality*. Give yourself the advantage of Friskies *economy*. Both are proved by 14 years of wide professional use and endorsement. Feed Friskies and be *sure* your dog will have no diet deficiency.

TWO FORMS—Meal and Cubes—provide all the variety a dog needs: Friskies Cubes to gnaw like a bone; Friskies Meal to eat like hash. Each is a complete balanced food. Feed both; your dog will be happy!

© CARNATION CO. 1948

FEED BOTH
FOR VARIETY



Keep YOUR Dog FRISKY with

Friskies

DOG FOOD

A Carnation Quality Product

World Government CONTINUED

OTHER PLANS DIFFER WIDELY



CLARENCE STREIT

Federal Union is the offspring of the Union Now plan that flourished even before the U.S. entered World War II. Federal Union's founder, ex-New York Times Correspondent Clarence Streit (*left*), argues that today Russia can play off Europe and the U.S. against each other but could not if they were united. Streit proposes that "mature democracies" which are adept and experienced in self-government, such as the U.S., British Commonwealth, the Scandinavian countries and France, form a federation "modeled broadly on our own Constitution." As this federation proves its worth, other nations will want to join and will be admitted as soon as they can pass the test of self-government and a bill of rights. Streit's proposal is far less utopian than most of the world government plans, and it has the advantage of recognizing the basic differences between Russia and the U.S. which have so far prevented less-sweeping agreements. One of the plan's drawbacks, however, is the danger that it might sharpen differences between the West and Asia.



ELY CULBERTSON

Citizens Committee for United Nations Reform, headed by famed Bridge Expert Ely Culbertson (*at left*), would "reform" the U.N. by eliminating the veto, which would probably force out Russia. Culbertson's plan envisions a different Security Council, a different International Court of Justice and a World Police Force. Trademark of Culbertson's plan is the armaments "quota force" system that would give each nation enough weapons "for defense but not enough for aggression." The small nations would man the international police force, which would be controlled by the big nations. Despite the fact that Culbertson's plan resembles world government less than it does a monstrous parlor game, it nevertheless has attracted some important support to its point of view. Last April Senator Homer Ferguson and 15 of his colleagues introduced a bill that recommended a reform of the U.N. charter along the lines of the Culbertson plan, and only the bipartisan efforts of Secretary Marshall and Senator Vandenberg succeeded in substituting a more reasonable bill.



COUNT COUDENHOVE-KALERGI

European Union is advocated by Count Richard Coudenhove-Kalergi (*left*), who has been campaigning earnestly for "Pan Europa" ever since the early days of the League of Nations. Coudenhove-Kalergi wants an economic, political and cultural union of European countries with an elected house of representatives and a senate composed of the prime ministers and foreign ministers of the nations. By 1930 he had won some influence in Geneva, but the United States of Europe movement led by Briand in that year was stopped by the depression. Now the idea is flourishing again, and it may become real this time with the help of ECA dollars. In Brussels five Western European powers have negotiated a military alliance. At The Hague in May, Winston Churchill spoke rousing to a convention which included Count Coudenhove-Kalergi and many members of his Parliamentary Union. European unity is now an official goal of U.S. foreign policy. This may well be the year or the decade in which Count Coudenhove-Kalergi's dream comes true.

ALICE'S ADVENTURES
IN PHILCOLAND

"So WONDERful, it's fit
for a Queen," said Alice

The sights she saw in Philcoland
Took Alice by surprise.
Advanced Design by Philco!
(She could scarce believe her eyes!)
A Wonderland of features
With the widest of appeals...
New ease in doing kitchen work,
New help in planning meals.
Why don't you visit Philcoland
And see what 'Forty-eight
Has done for better living?
See your dealer... don't be late!

PHILCO

...it's a WONDERful
Refrigerator!

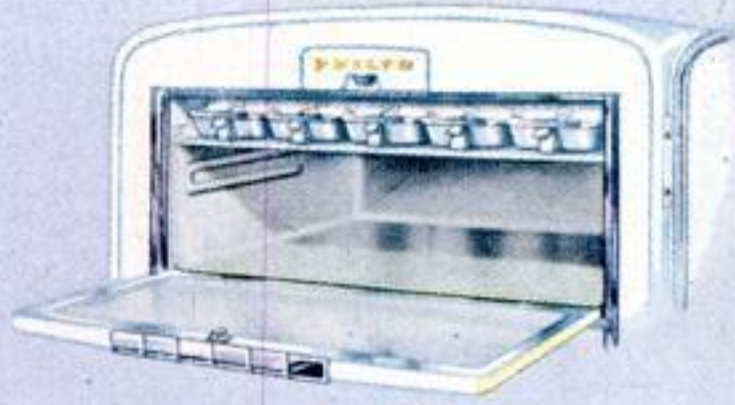
"You can say
that again!"

© 1948, PHILCO CORPORATION



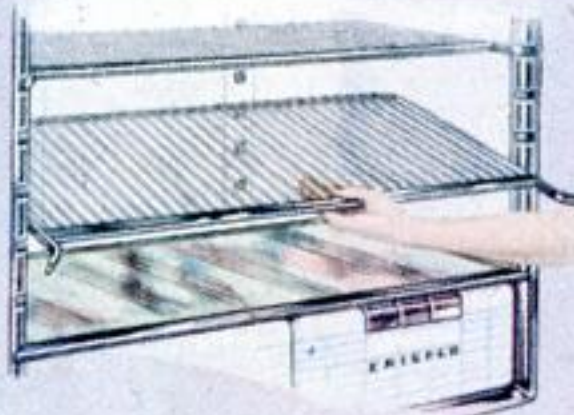
SUMMER-WINTER CONTROL

Revolutionary Summer-Winter Control balances the humidity for every climate and season. And... only Philco has it!



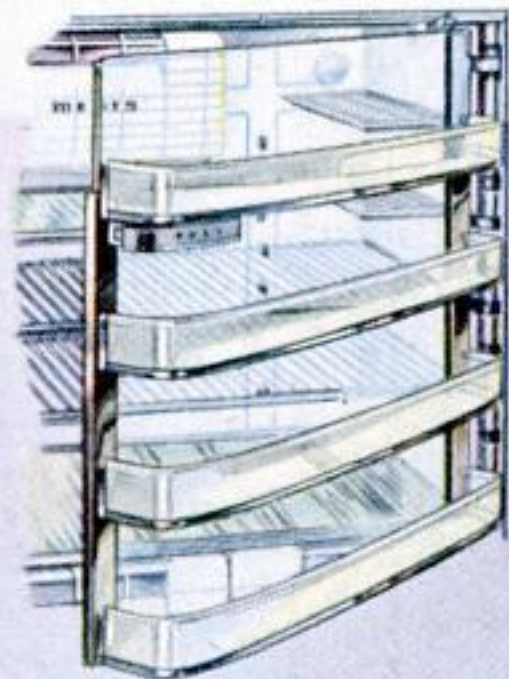
FREEZER LOCKER

Huge, clear space for frozen foods. Ice trays on a separate, super-fast freezing shelf. Storage space roomier than ever!



SHELF-CONTROL

Most flexible system of shelf arrangements ever invented. Suits all shapes and sizes of foods. Only Philco has Shelf-Control!



CONSERVADOR

Transparent, shelf-lined inner door keeps foods you use most often at your fingertips. Only Philco has this feature!



THE OLDEST LINOLEUM
NAME IN AMERICA

*First to make inlaid linoleum with
superior built-in felt backing!*

NAIRN INLAID LINOLEUM

NOW! ANOTHER CONG

a great new low-cost wall cover



Congowall looks wonderful! This sleek, gleaming baked enamel wall covering looks like tile . . . feels like tile . . . cleans like tile . . . yet costs less than 15¢ a square foot! And it's so easy to apply—transforms your kitchen, bath, hall, children's room, *any* room, in a matter of hours!

Congowall wears wonderfully! Its heavy, baked-on enamel resists household wear and tear—never needs refinishing! Yet thick, tough Congowall is flexible, easy to handle, a cinch to apply. Just paste it to the wall—that's all! Patented fiber backing insures lasting, trouble-free installation!

Congowall is wonderful! This amazing new, extra-durable wall covering was originated by Congoleum-Nairn—makers of fine Nairn Inlaid Linoleum and famous Congoleum. Top quality Congowall is backed by the familiar Gold Seal guarantee of satisfaction or your money back.

*First to give you the modern
enamel surface rug!*

FAMOUS GOLD SEAL CONGOLEUM



OLEUM-NAIRN FIRST!

ing.... CONGOWALL!

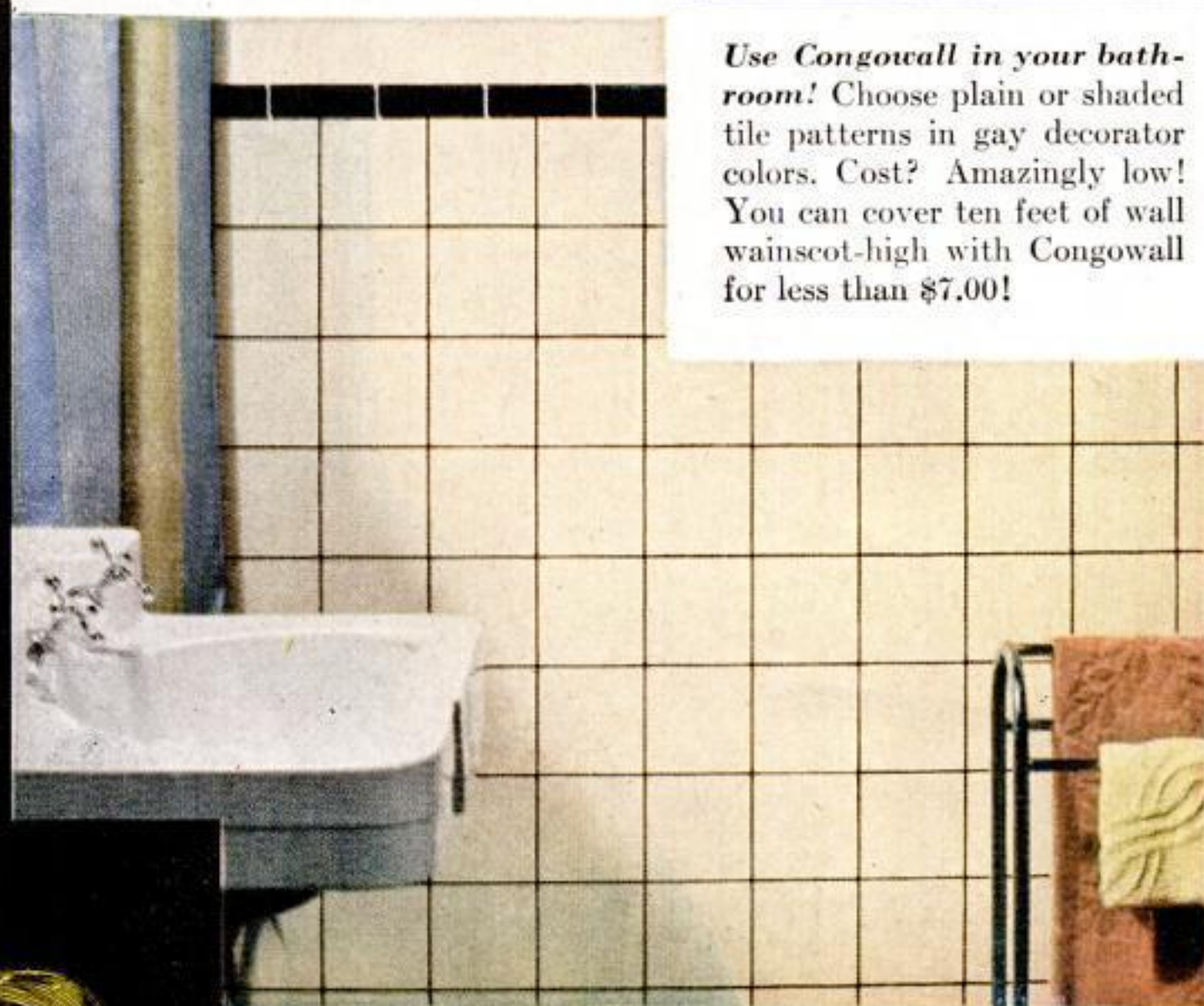
TRADE MARK ©



Feel the amazing difference!
Raised-tile pattern feels like ceramic tile. Lines are actually recessed . . . mortar-like! Patented backing grips paste promptly, securely, for lastingly trouble-free walls.



Use Congowall wherever walls
must be beautiful, long-lasting and easy to care for! Here, indeed, is another great Congoleum-Nairn "first." Your dealer has Congowall in stock—see it today!



Use Congowall in your bath-
room! Choose plain or shaded tile patterns in gay decorator colors. Cost? Amazingly low! You can cover ten feet of wall wainscot-high with Congowall for less than \$7.00!



Be sure it's Congowall—look
for the distinctive trade mark on the back.

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First with the finest floor and wall coverings

CONGOLEUM-NAIRN INC.

KEARNY, N. J., MAKERS OF GUARANTEED FLOOR
AND WALL COVERINGS: NAIRN INLAID LINOLEUM
NAIRN ASPHALT TILE • CONGOLEUM • CONGOWALL

Copyrighted material

Ice Cream and Cake

GAY 'n' GOOD

Made for Each Other—Ice Cream and Chiffon Cake!

ICE CREAM and CAKE . . . made for each other . . . to make a super-treat for you! Yes, it's a combination so downright good it's "out of this world." The cool, creamy goodness of ICE CREAM blends with the airy texture of the exquisite new chiffon-type cake, or any other favorite cake. It's a treat that tempts and satisfies. Try it these favorite ways.

TRIPLE-DELIGHT: Double Ice Cream 'n' Cake

What a treat! And so easy to fix. Simply place wedges of cake on sides. Top with generous scoops of strawberry ICE CREAM. Top again with snowy caps of vanilla ICE CREAM. Goes fast, with "oh's" and "ah's."

THE TOUCH THAT GLORIFIES

One quick touch adapts ICE CREAM to any occasion. It glorifies your "get-togethers" . . . simplifies your work . . . pleases everyone. So whenever a taste treat is needed, serve ICE CREAM. It's so quick and easy to get at your neighborhood store. So inexpensive, too. Serve it often . . . make ICE CREAM a family affair in your home.



ICE CREAM CAKE-WICH

Delightful surprise! Between "square-cut" slices of cake place a one-inch slab of ICE CREAM, any flavor. Cut each cake-wich into strips, as shown, and pass them around (as long as they last). Quick and easy to make—and so smackin' g-o-o-d!

ICE CREAM-'N'-CAKE FINGERS

A mystifying start with a "grandstand" finish! In sherbet glasses arrange strips of the new chiffon-type cake, *on end*. Then fill glasses with ICE CREAM, any flavor. Add to each the crowning touch—a "top-knot" of ICE CREAM in a contrasting color. Um-m-m-m . . . hard to wait for these!



Serve Ice Cream Often



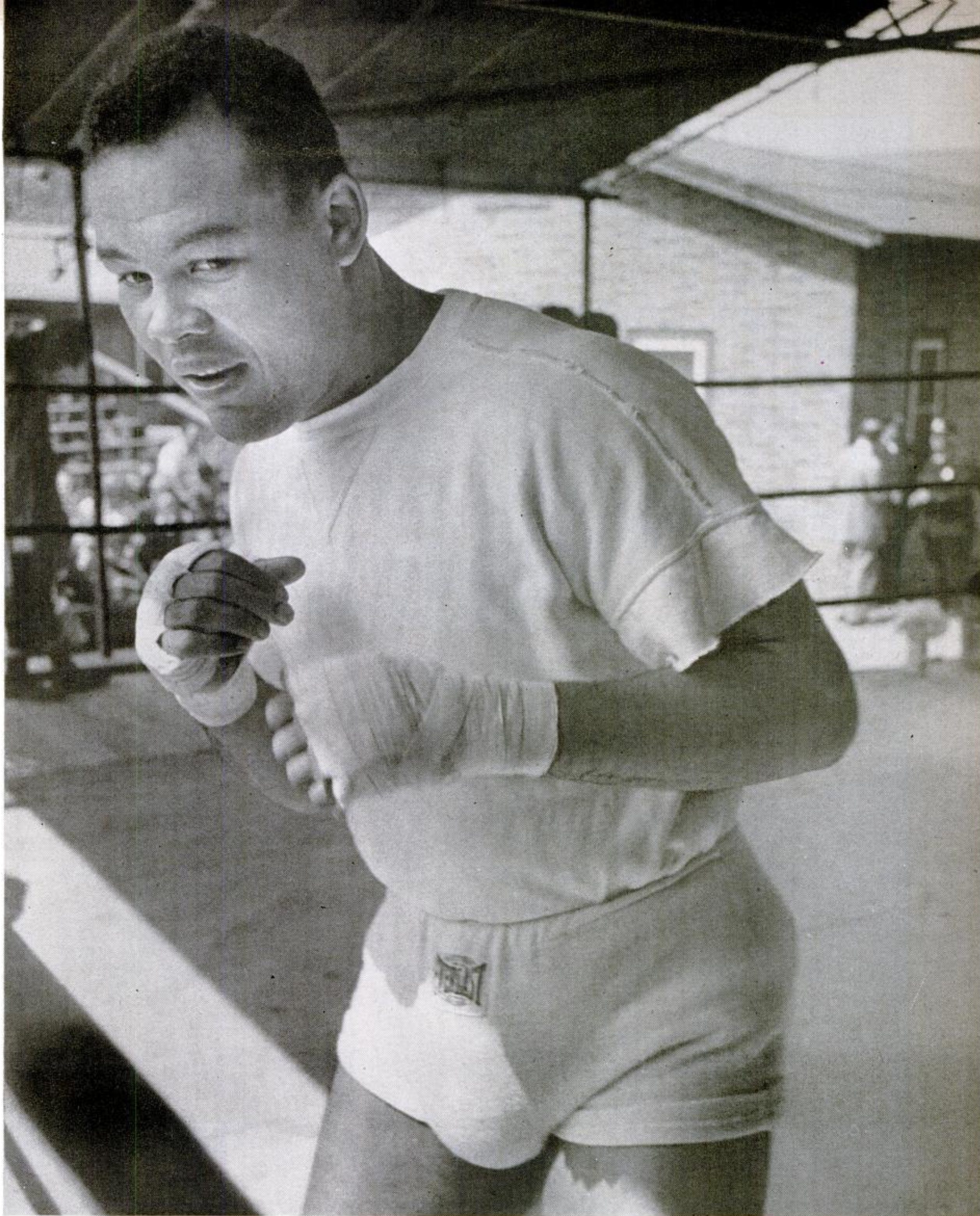
FIRST
IN
FOODS



AMERICAN DAIRY ASSOCIATION

20 N. Wacker Drive Bldg., Chicago 6, Illinois

"Voice of the Dairy Farmer"



SHADOWBOXING IN PREPARATION FOR DEFENDING CHAMPIONSHIP, LOUIS SHOWS NO SIGNS OF FLABBINESS

THE NEW JOE LOUIS

He has shed 15 pounds and looks fit to defend title against Walcott

When Joe Louis returned from a tour of England nine weeks ago to begin training for the 25th defense of his heavyweight boxing championship, one New York sportswriter wrote sarcastically, "You have changed from a great athlete to just a fat man." For the moment that was true (*left*). Louis weighed some 230 pounds; the flesh hung in flabby layers from his jowls and his midriff. He looked like a soft touch for "Jersey Joe" Walcott, who was getting a second chance at the championship many people thought he really had won last December when he knocked Louis down twice but lost a disputed decision.

This week the story was different. A new Joe

Louis, lean-legged, flat-stomached and rock-fisted, was ready to redeem his poor showing. Nobody knew better than Louis that he had looked slow-moving and foolish in his first fight with Walcott. But two months of running (6 miles a day), rope-skipping and sparring had pared Louis' weight down to 214 pounds. His sparring partners began to grumble as he belted them about the ring. But the biggest thing in Louis' favor when he and Walcott step into the Yankee Stadium ring on June 23 will be precedent: he has never made two bad showings against the same opponent. The late Jack Blackburn, Louis' trainer, once remarked wisely, "Chappie never makes the same mistake twice."



THE OLD LOUIS, fattened by easy living and desserts, is shown on April 20, as he saws wood to start training.

The World's Most Famous Motor Oil

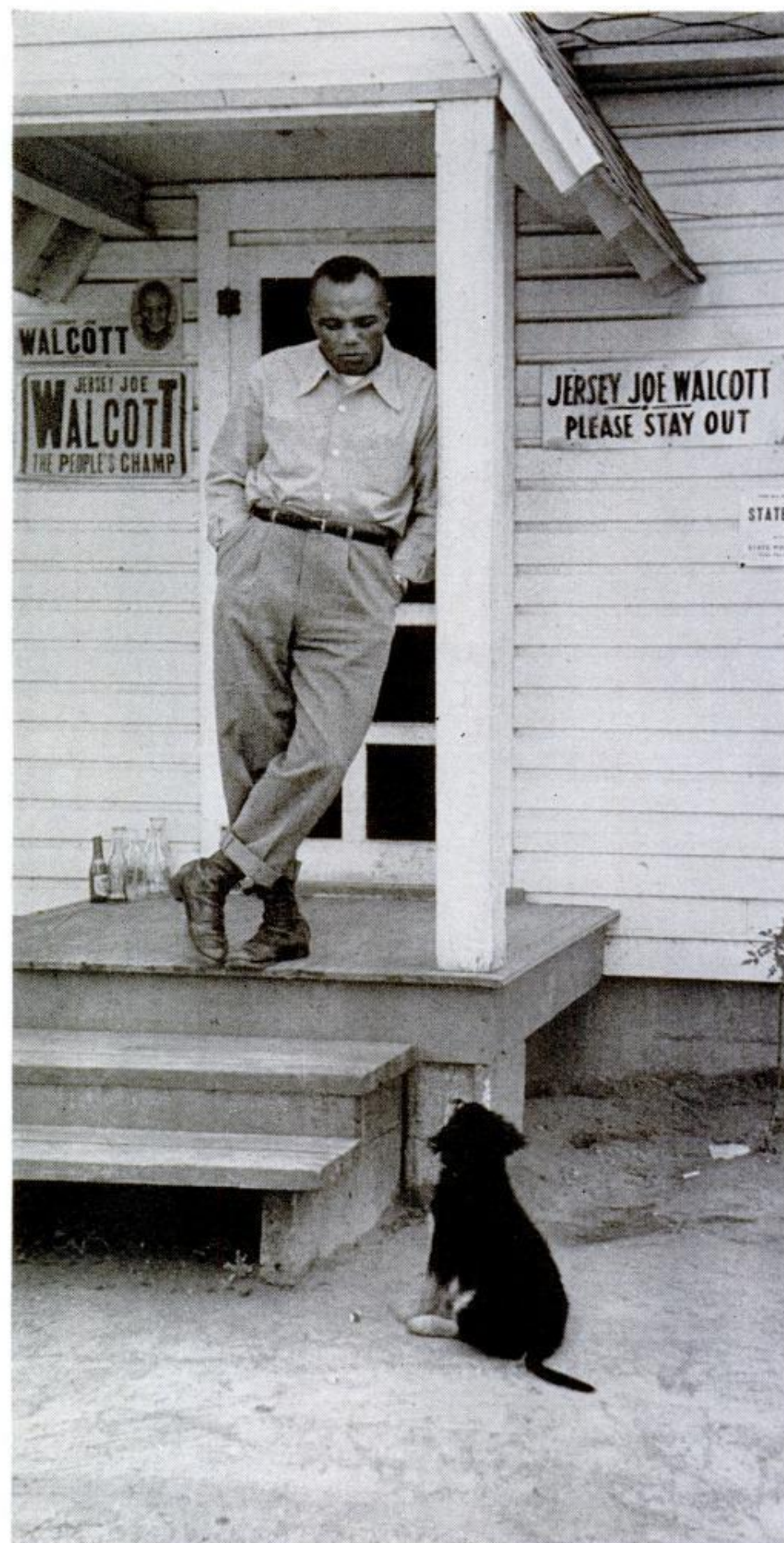


Now With NEW MAGIC

1. Keeps your motor cleaner...
smoother-running
2. Protects against bearing corrosion
3. Gives your motor the famed
"Film of Protection"



Louis-Walcott CONTINUED



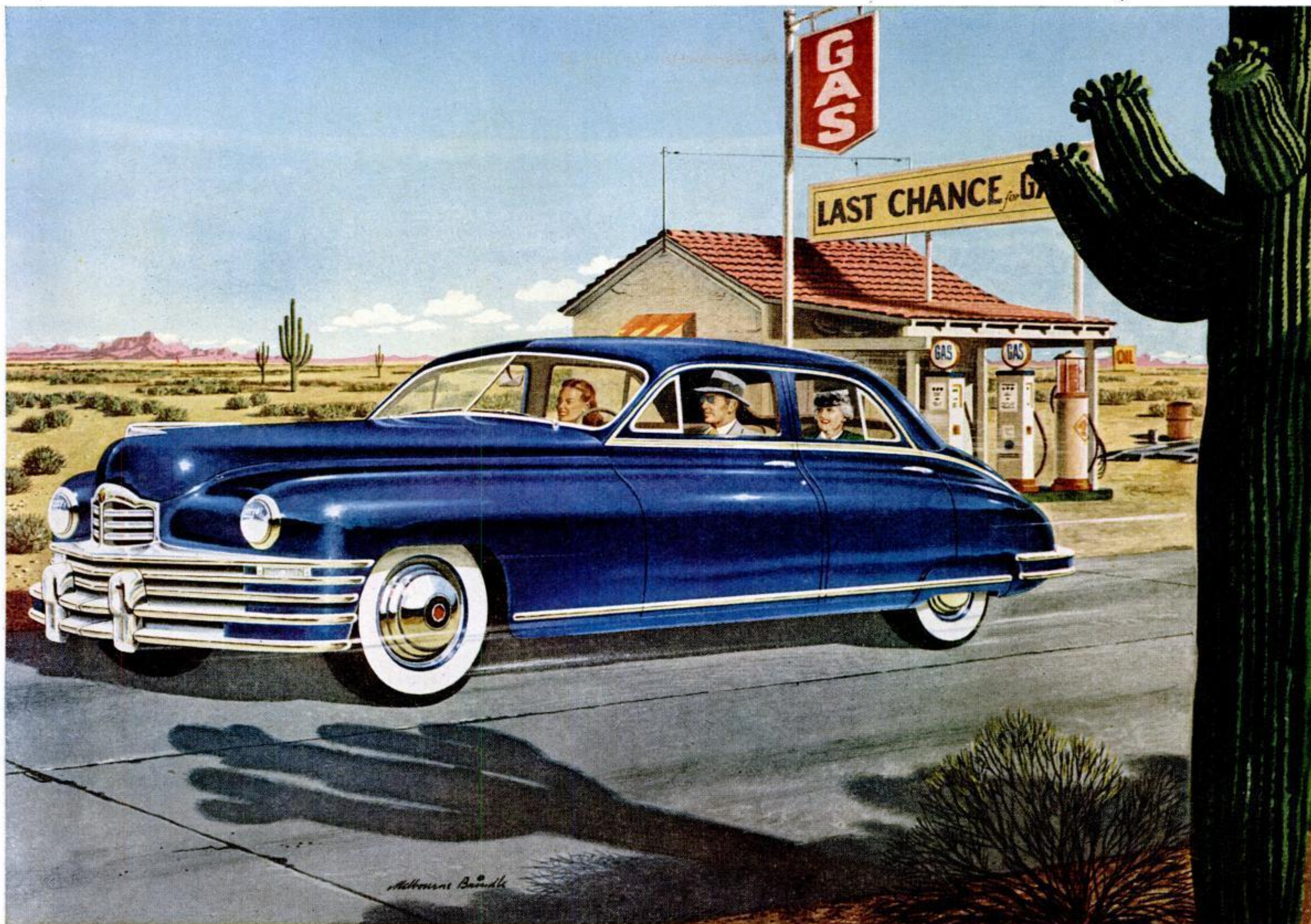
A FRIENDLY DOG PAYS A CALL ON JOE WALCOTT AT HIS TRAINING CAMP

WALCOTT, "THE PEOPLE'S CHAMP"

Since Joe Walcott lost to Joe Louis last December people have been treating him as if he were champion of the world. The *Police Gazette*, self-styled bible of U.S. boxing, actually recognized Walcott as champion and presented him with a jeweled belt. The city of Camden, N.J., where Walcott has always been a huge local favorite, declared a civic day for him and he began appearing before local high schools to give lectures on the merits of clean living.

For Joe Walcott this was quite a change. At various times he has been a stevedore, a hod carrier, a relief worker and a garbage collector. The son of a West Indian immigrant, he began fighting at the age of 16 under his real name, which is Arnold Cream. He took the name Walcott from a famous Negro boxer who came from the same island as his father and who was known as "The Barbados Demon." But until about three years ago he was never able to make enough money with his fists to put meat and vegetables on the table.

Walcott calls Louis "a one-way fighter"; by that he means Louis is primarily a counterpuncher who wants his opponent to stand up and slug it out. Walcott is too clever to do that any more than necessary, although he knows that if he is going to win the title it is practically mandatory that he defeat Louis by a knockout. Only four times in 56 years has the heavyweight championship changed hands on a decision.



Measure Packard economy by the gas pumps you pass!

MAYBE, like lots of people, you're used to thinking that high-powered performance means high gasoline consumption.

Then what a surprise awaits you in the brilliant new Packards!

When you take the wheel, of course, you're not thinking about economy. You're marveling, instead, at the breath-taking surge of power at your command . . . and the exciting *extra* reserve for "Safety-sprint" acceleration when you want to step ahead of other cars and fast busses, into the clear.

But as you breeze through more and more smooth, quiet miles, you're suddenly aware of *another* gratifying fact: you are stopping much less frequently than in the past to say: "Fill 'er up, please."

For these new "free-breathing" Packard straight-eight engines are *gas misers*. They're delighting Packard owners with *up to 10% more miles per gallon!*

It's the year's big *thrift* story in the fine car field . . . well worth hearing, in detail, from your nearby Packard dealer!

THE NEW **PACKARD**

Out of this world . . .

into your heart!

ASK THE MAN WHO OWNS ONE



THE EIGHT • 130 HP

THE SUPER EIGHT • 145 HP

THE CUSTOM EIGHT • 160 HP



AT HIS WINTER PALACE OVERLOOKING JORDAN RIVER, KING ABDULLAH CONFERS WITH GLUBB PASHA, BRITISH COMMANDER OF TRANS-JORDAN'S ARAB LEGION



ANCIENT AMMAN SPRAWLS OVER ROCKY HILLSIDES

KING ABDULLAH

His Legion's victory at Jerusalem makes Amman center of Arab world

On May 27 a small, bearded Hashimite named Abdullah Ibn-Hussein entered Jerusalem's rubble Old City as a conqueror. The victory of Abdullah's British-trained, British-equipped, British-officered Arab Legion over the Old City's Israeli defenders established the little king of Trans-Jordan as the strong man of the Arab world. It also made his sunburned capital of Amman the political Mecca of the Middle East.

In Amman, King Abdullah is a supreme ruler who maintains three wives, indulges an epicurean taste in food and takes advice only from such British aides as Major General John Bagot Glubb (*opposite*), commander of his Legion. Outside Trans-Jordan, in Syria, Egypt and Saudi Arabia, Abdullah is viewed with marked suspicion. His victory at Jerusalem has increased the alarm of Arab rivals who have no well-trained armies and who fear that he may someday dominate the entire Arab world.



IN FIELD NEAR AMMAN, ABDULLAH REVIEWS IRAQI TROOPS WHO CLAP HANDS INSTEAD OF, SALUTING HIM



BEFORE ABDULLAH RIDES THROUGH AMMAN THIS JEEP CLEARS THE STREETS AFTER KING HAS PASSED, THIS JEEP FOLLOWS WITH WARNING FOR PASSERS-BY

*Park & Tilford's
Greatest Whiskey Achievement
Since 1840*

**PARK & TILFORD
RESERVE**

NOW *even*
RICHER, FINER
tasting than ever
— *at NO increase*
in price!



P&T
FOUNDED
1840

P&T
PARK & TILFORD
RESERVE
WHISKEY
A BLEND
Blended and Bottled by
PARK & TILFORD DISTILLERS, INC.
MIDWAY, N.Y. - NEW YORK, N.Y.

NOW MORE THAN EVER
*"The finest-tasting whiskey
of its type in America"*
— AND THE BEST VALUE!

PARK & TILFORD DISTILLERS, INC., NEW YORK • 62½% GRAIN NEUTRAL SPIRITS • 86.8 PROOF

King Abdullah CONTINUED



ABDULLAH'S HEIR is his son Emir Talal, shown here with his year-old baby, Prince Hassan. Abdullah, who is 66, is direct descendant of Prophet Mohammed.



AMMAN BUSINESSMAN and a loyal supporter of Abdullah, Sabri Pasha Tabaa, deals in military stores, arms and equipment between puffs on hookah.



At the Statler in Detroit

- In the beautiful Terrace Room of the Hotel Statler, Detroit, or wherever discriminating smokers gather, you see more and more Webster Cigars. In fact, more Websters are being smoked today than any other cigar selling for 15c and up! This leadership eloquently testifies to Webster quality.
- It makes no difference which of the five different sizes of Websters you choose... or whether you pay 15c or 35c... *every* Webster is made of 100% Havana, bound in top-quality Broadleaf and wrapped in finest Connecticut Shade-grown. This is a perfect combination for your smoking pleasure. You can buy Websters wherever fine cigars are sold.

WEBSTER CIGARS
EXECUTIVE AMERICA'S TOP CIGAR

Golden Wedding, 15c • Chico, 15c • Queens, 18c • Fancy Tales, 25c • Directors, 35c

ADV. BY H. W. AYER

A PRODUCT OF THE WEBSTER TOBACCO COMPANY, INC., NEW YORK

Want something wonderful

LET THESE PEOPLE TELL YOU WHAT THE FIRST NEW KIND



CARL SCHAFFNER, chauffeur for a prominent New York surgeon: "The doctor's new car came equipped with Super-Cushions. In all my years of driving, I've never seen any tires which make a car handle as easily. And Super-Cushions give such a smooth ride, the doctor has no trouble reading his paper, even when going over car-tracks and cobblestones at 45 miles per hour."



MRS. WILLIAM BONKE, housewife, Chicago, Ill.: "After we put Super-Cushions on our 1937 sedan, the first thing I noticed was the disappearance of the body squeaks. And the car really rides just like a dream. I love the feeling of safety I get from the quick stops I can make now. The car seems to hug the road a lot better, and I certainly feel much safer when I'm driving."

Conventional Tire

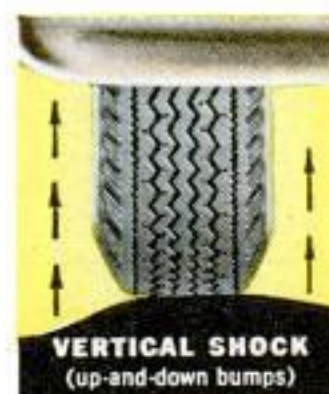


Super-Cushion



1. Softer ride, better car handling!

Super-Cushions are bigger and softer. They run on *only 24 pounds* of air. So you get a wonderfully *softer* ride—and a great new ease and safety in car handling. Your car *hugs* the road, seems to *float* through traffic, to *flow* around curves!



2. Fewer rattles and repair bills!

Pillowy Super-Cushions *soak up* both up-and-down and crosswise road shocks. They *soak up* jolts, jars and vibration. Result: a more comfortable ride, less driving fatigue, less wear and tear on your car, fewer rattles, fewer repair bills!

The new

Super cushion

to happen to your car?

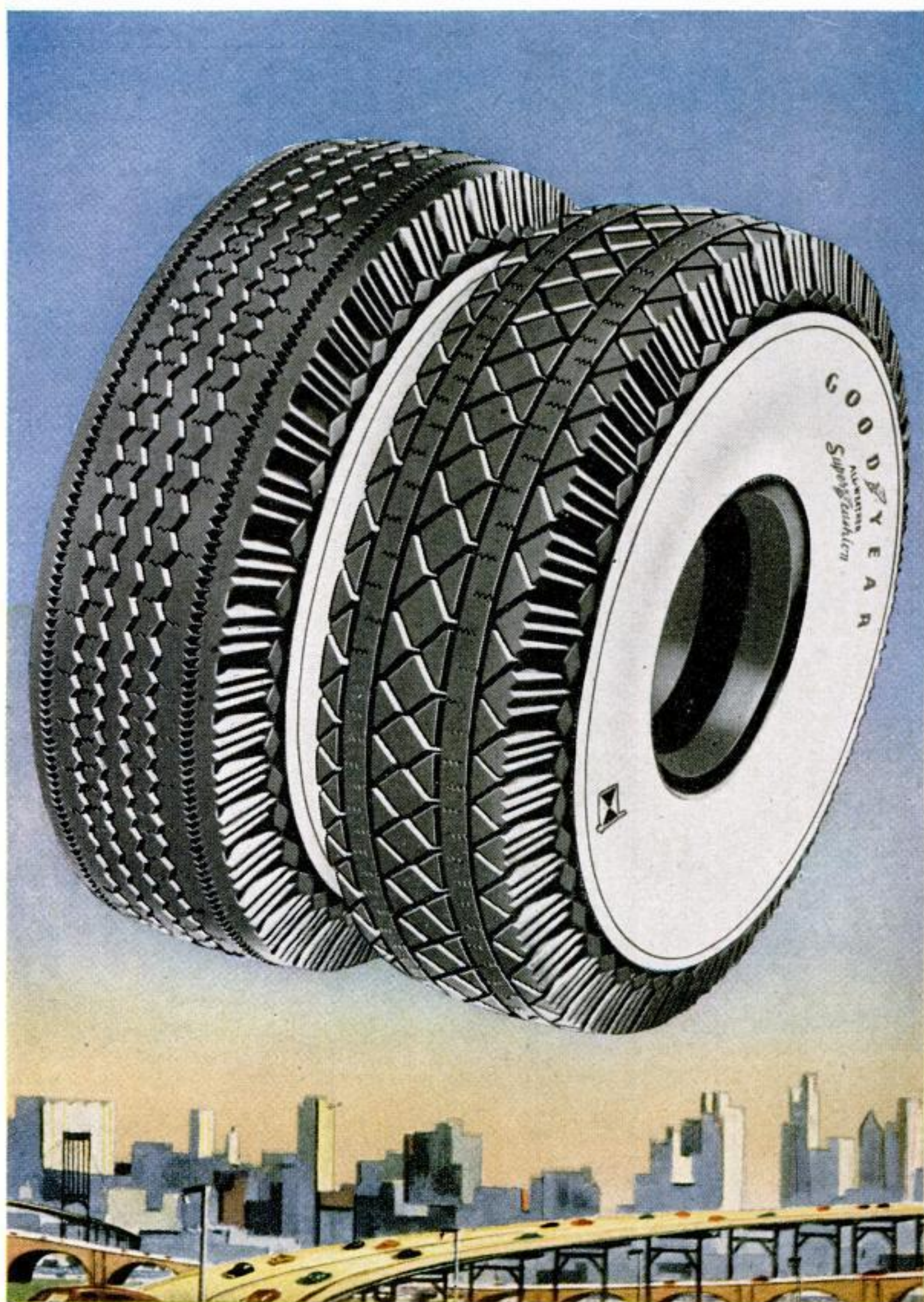
OF TIRE IN 15 YEARS DID FOR THEIR CARS . . .



C. J. FLEMING, farmer, Henderson, N. C.: "I got a new car not long ago, and it really rode fine. But since I put Super-Cushions on it, it rides even smoother. I am pretty rough on tires and car, but the Super-Cushions seem to smooth out the worst rutted roads on any of my farms. I notice that after a long drive nowadays I don't seem nearly as tired."



3. More mileage, greater safety! Super-Cushions run cooler, build up less air pressure. *They consistently average more mileage than finest standard tires.* Because they're softer and bigger, they "roll with the punch," have extra blow-out resistance—dress up your car!



YOUR GOODYEAR DEALER HAS SUPER-CUSHIONS NOW!

If you want the smoothest ride you've ever had, more car economy and greater safety, switch to Super-Cushions today—whether your car is old or new!

**MILLIONS OF SUPER-CUSHIONS ARE NOW
IN USE ON NEW AND OLDER CARS!**



on by **GOODYEAR**

Super-Cushion T. M.—The Goodyear Tire & Rubber Company



Be good to Yourself - 3 ways!



1. Save Work, Save Time

—that's being good to yourself! And you can let your baker do your baking with complete assurance that you'll eat the best!

(Your baker uses the same high quality ingredients you would use if you stayed home and slaved over a hot stove. And he bakes fresh daily with the same care you would take.)



2. Eat the Foods You Like to Eat

—that's being good to yourself! And you can enjoy bread 'n' cakes 'n' pies 'n' other delicious bakery foods without restraint because they're good for you!

(Made with milk, eggs, flour, fruits and other nourishing ingredients, the good things that your baker bakes supply many essential food elements themselves; combine wonderfully well with other foods.)



3. Get the Most for Your Money

—that's being good to yourself, too! And bread—the bakery product that you eat the most of—is the best food value you can buy!

(Penny for penny, enriched bread gives you more protein plus food energy plus thiamine plus iron than any other food you eat at every meal.)

It takes something that a baker makes to make a meal complete!

COMPLETELY SATISFYING! COMPLETELY NOURISHING!

So, be good to yourself—three ways! Take your choice of the many different kinds of breads 'n' cakes 'n' pies 'n' other wholesome, ready-baked good-things-to-eat that are fresh for you—right now.



THE BAKERS OF AMERICA

SUMMER MUSICALS

Tunes and Technicolor take over the screen

Along with the signs saying "10° cooler inside," an outbreak of musical pictures is a sure sign that summer has come to the movie business. The current season is starting out with three costly (an aggregate \$8 million) Technicolor productions:

Easter Parade, *The Emperor Waltz* and *The Pirate*. Their listed assets include songs by Cole Porter and Irving Berlin, handsome showgirls, Bing Crosby's throaty baritone, Judy Garland's nasal contralto in two of the films, Fred Astaire's and Gene

Kelly's dancing, and Joan Fontaine's good looks.

Most ballyhooed of the three is *Easter Parade*, a show-business story which brings Fred Astaire back to the screen (*below*) after an announced retirement that nobody wanted to take seriously.

Easter Parade



ASTAIRE AND GARLAND dress up as tramps for the best comedy number in M-G-M's *Easter Parade*. The story, presenting them as a dance team with amatory

problems, is just an excuse for singing and dancing to an Irving Berlin score which includes at least one good new song (*A Fella with an Umbrella*), many famous old ones.

CONTINUED ON NEXT PAGE 71

Engineered for Comfort!
Designed for Beauty!



The Up Sweep, available in red, blue, pink, crystal, demi-amber, demi-blond. Man's Face Form, available in pink, crystal, demi-amber, demi-blond.



COOL-RAY

SUN GLASSES OFFER

YOU THESE SCIENTIFIC ADVANTAGES!

- 6-base curve, optically ground and polished lenses minimize back reflections to a degree greater than that of bent-to-curve lenses found in ordinary sun glasses.
- Scientifically "decentered" lenses eliminate prism which may cause eye strain and eye fatigue.
- Provide a protective "safety zone" that keeps your eyes cool and comfortable by absorbing both ultraviolet (sunburn) and infrared (heat) rays. Colors are transmitted in true values.

Wear AO Cool-Ray Sun Glasses with confidence in their quality, precision and protective value. These sun glasses are the product of the American Optical Company—for 115 years makers of fine ophthalmic materials. Wide selection of styles and colors. Priced from \$2.50 to \$10.00.



American Optical
COMPANY

IF IT'S MARKED  IT'S SMARTLY STYLED... OPTICALLY CORRECT!

SUMMER MUSICALS CONTINUED



BING CROSBY AMBLES THROUGH TYROL, YODELING AWAY

The Emperor Waltz

The Emperor Waltz is the first production since *The Lost Weekend* by the writing-directing-producing team of Charles Brackett and Billy Wilder. It would be hard to imagine a more different choice of subject matter. From the alcoholic ward, Brackett and Wilder have moved to Old Vienna, when the Habsburgs and the Strausses were in their heyday and life was a glorious sonata counterpointed by popping champagne corks. Into this *gemütlich* atmosphere steps an American Rotarian, a traveling salesman who wishes to sell a Victrola to the Emperor Franz Josef. At first he is mistaken for an assassin with a new kind of bomb. Later, exonerated, he falls in love with a haughty countess.

From there on *The Emperor Waltz* is a succession of sly digs at snobbery and goodhearted leers at two love affairs: the one between the salesman and the countess and a parallel one involving their two dogs, a down-to-earth terrier and a snooty poodle. The authors, in fact, become so interested in the dogs that Crosby and Joan Fontaine are nearly demoted to second leads. As a result the film contains no high-powered romance, which it badly needs. Otherwise, however, *The Emperor Waltz* is pure whipped cream—not much substance but very tasty.



THE EMPEROR is fascinated by mongrel offspring of Crosby's terrier and Fontaine's poodle, decides perhaps the owners could also be happy together.

CONTINUED ON PAGE 75

FOR THAT GLOW OF HEALTH

Florida brings you these 3 great fruit juices!

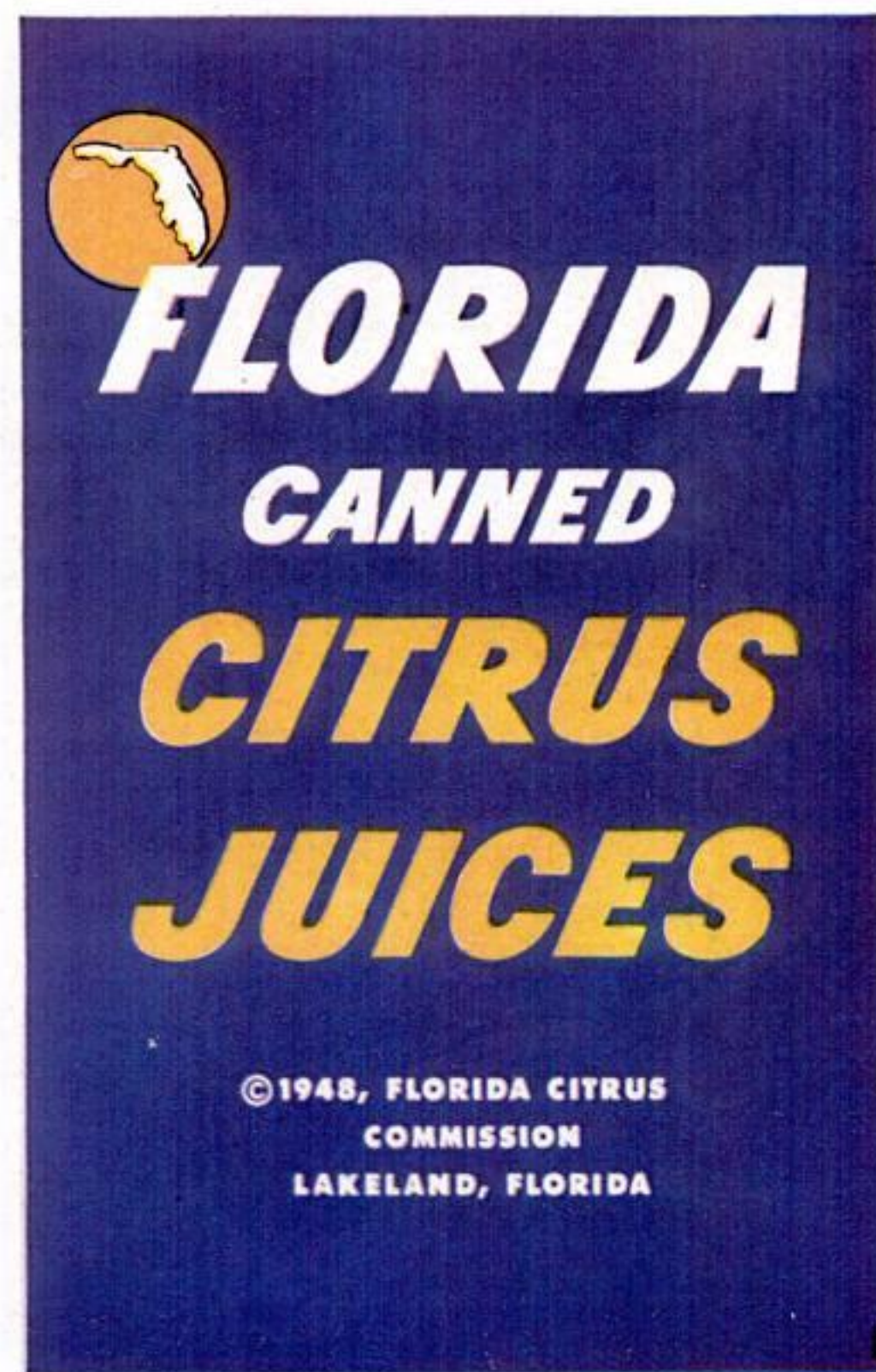
JUST SEE HOW

these luscious Florida juices
help keep you fit from head
to foot—right through the
year . . . every day!

1. Gold mines of VITAMIN C
2. Other VITAMINS and MINERALS
3. ENERGY from fruit sugars
4. Help fight COLDS and FATIGUE
5. Help maintain ALKALINE reserve
6. Arouse listless APPETITES
7. Stimulate DIGESTIVE juices
8. MILDLY LAXATIVE

and

**SO ECONOMICAL
CONVENIENT
DELICIOUS!**



The smoothest spread to put on bread



*The staff of life
needed around the world—
don't waste a precious crumb.*

THAT'S RIGHT, spread it on thick as you like!
Good, good margarine. Tastes so fresh,
so wholesome! And it *is* wholesome, too!
Packed through and through with nutrition.
Plenty of Vitamin A the year around. And don't
forget nutritious margarine saves money—
a lot of money for the usual-sized family.
Spreads easily, even at normal refrigerator
temperatures. Millions of people are finding
there's no substitute for margarine—
the smoothest spread to put on bread!



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

Nutritious **Margarine**

NATIONAL ASSOCIATION OF

MARGARINE MANUFACTURERS
Munsey Building, Washington 4, D.C.



GENE KELLY'S STROLLING PLAYERS PUT ON A PERFORMANCE

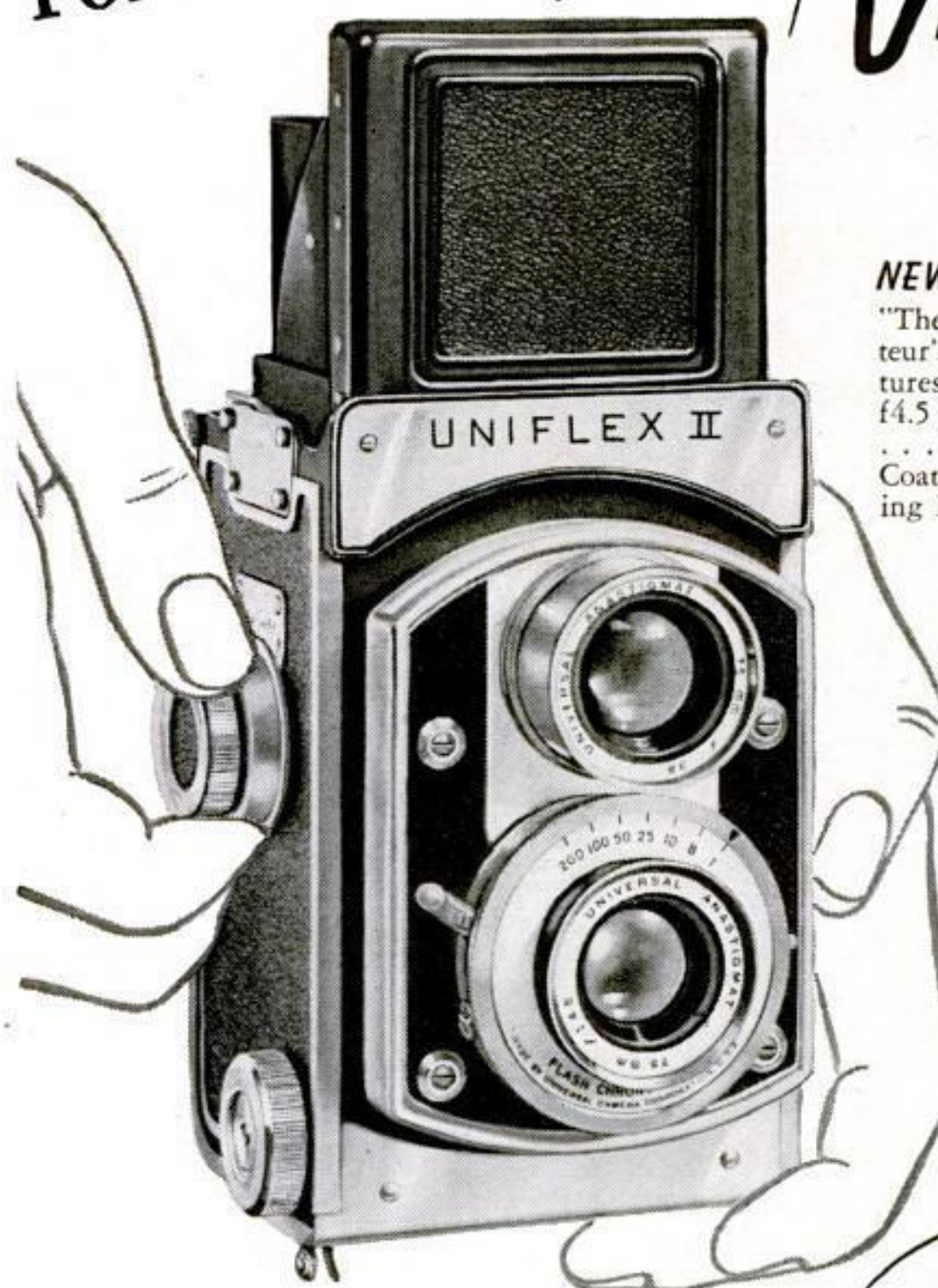
The Pirate

If *The Emperor Waltz* is pure whipped cream, M-G-M's *The Pirate* is practically helium. Originally a stage vehicle for the acting talents of Alfred Lunt and Lynn Fontanne, it is now more than half singing and dancing with only enough dialog to keep alive a rather fragile story. Heroine of the piece is Manuela (Judy Garland), a wide-eyed West Indian girl of the 1820s, who is thrilled by the legends surrounding a prominent local pirate named Black Macoco. She imagines that a strolling player named Serafin (Gene Kelly) is really the pirate in disguise. After they fall in love it turns out that Macoco is really her fat and unattractive fiancé, who is exposed just in time for Manuela to run off with Serafin's troupe (*below*). As directed by Miss Garland's husband, Vincente Minnelli, a former scene designer, *The Pirate* makes probably the most striking use of Technicolor on record. But the movie's chief charm is its complete lightheartedness. Sets, songs, characters and comedy are all devoted to pounding home a single message: it's silly to be serious.



KELLY AND GARLAND put on funny make-up, baggy pants to sing *Be a Clown* in *The Pirate*'s closing number. Other good songs: *Love of My Life*, *Niña*.

For Pictures that *Click...click a*
UNIVERSAL



NEW! Universal's UNIFLEX

"The expert's reflex at an amateur's price." 17 expensive features. UNIFLEX I — Coated f4.5 viewing, f5.6 taking lens . . . 55.00. UNIFLEX II — Coated f3.8 viewing, f4.5 taking lens . . . 75.00.

THE real fun of owning a Universal camera is in the sharp, clear, true-to-life pictures you get. For the eye of any camera is *the lens*. And major developments in lens grinding by Universal are the envy of the industry. Yes, Universal paces the field in *every* desired camera feature. So, for pictures that click, click a Universal — folding cameras, candid cameras, 35 mm. cameras, reflex cameras, movie cameras. Top results in color or black and white; indoors or out-of-doors. \$15.00 to \$350.00. At every reliable camera store in America.

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Universal clicks with Camera Dealers

"I have sold thousands of cameras, and many makes. When I sell a Universal I always make a satisfied customer. That's why I recommend Universal Cameras for pictures that click." — Harold R. Flesch, President, CENTRAL CAMERA CO., Chicago, Ill.



Universal's ROAMER

More "good picture" features than any other folding camera. ROAMER I — 29.75. ROAMER II — Coated f4.5 lens . . . 48.00



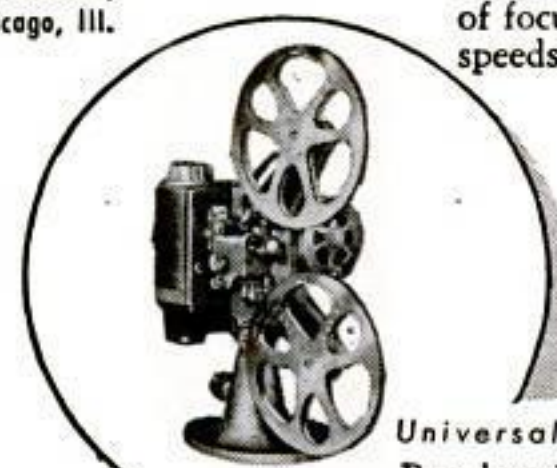
Universal's MERCURY II

"The greatest camera for color." 35 mm. single frame for extreme depth of focus. Coated f2.7 lens, speeds to 1/1000th 82.90



Universal's CINEMASTER II

Best buy in home movie cameras. Easy to load and operate. Coated f3.5 lens, 51.90; f2.5 lens, 66.65; f1.9 lens, 96.75.



Universal's CINEMATIC

Best buy in 8 mm. home projectors. Quiet; completely gear-driven. Brilliant movies. Extra capacity 400 ft. reels. Coated f1.6 lens . . . 135.00



THE HIKING ROSENEs

Adventurous couple treks across U.S.

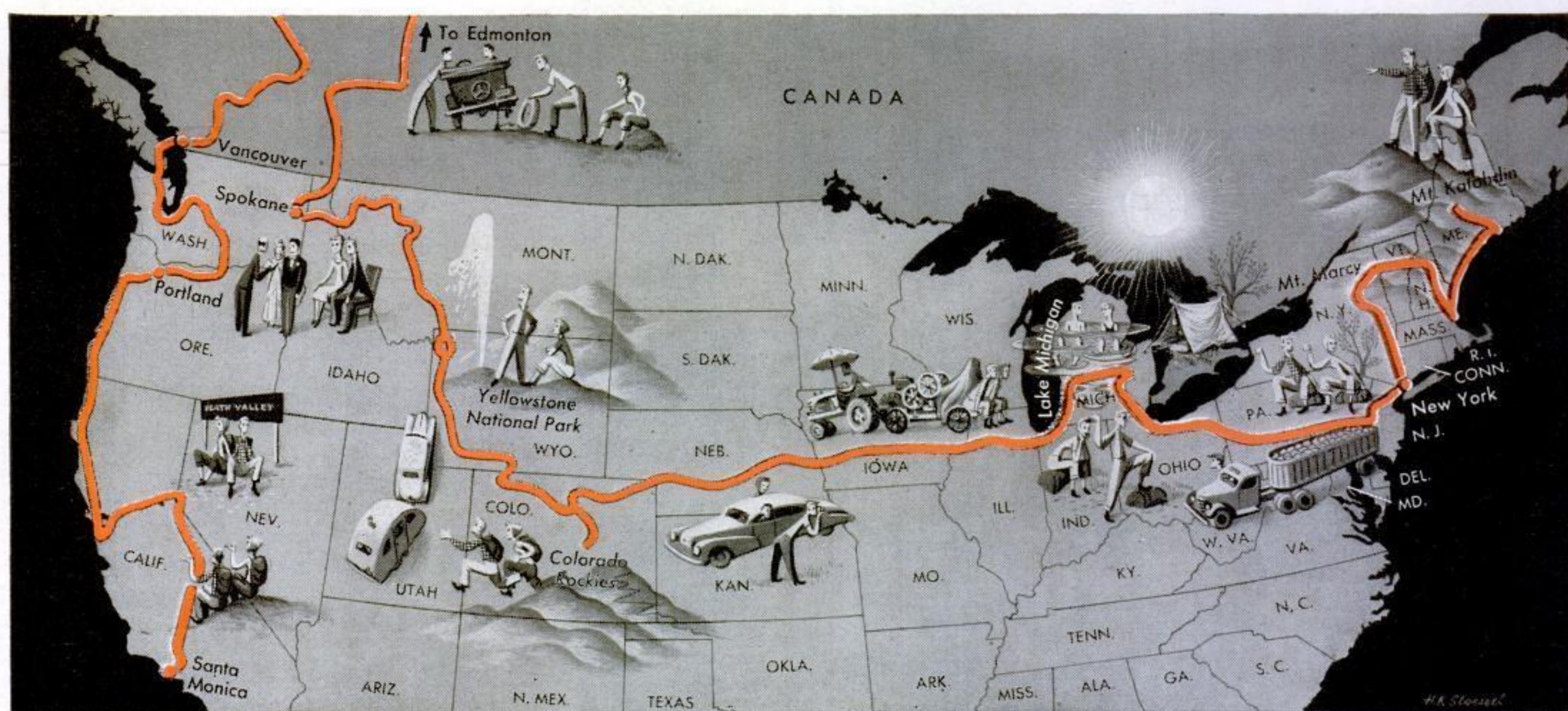
At some time in his life nearly every young American has a craving to take off from his home town and see some country. This is just what 26-year-old Russ Rosene had in mind last spring when he decided to hike along the Appalachian Trail with his wife Nita.

From their home in Santa Monica, Calif., the Rosenes went by bus and train to the trail's starting point at Mt. Katahdin, Maine, planning to take another bus home when they reached its southern end in Georgia. On a cloudy day in early June, Russ and Nita hitched up their packs and started south. Plagued by mosquitoes, bad weather and a run-down trail, they made only 37 miles in seven days. Thoroughly discouraged, they decided to give the whole thing up and go home. Then Russ had an idea. Why not hike back to California? The long stretches could be broken by bumming rides and they would get a wonderful look at the country.

The Rosenes left the Appalachian Trail at Dead River, Maine, then hiked to the tops of Mt. Washington and Mt. Marcy before starting out for home. In six months of random travel they covered 11,000 miles, visiting 21 states and 13 national parks in the U.S. and Canada. They rode in everything from Cadillacs to road graders. Russ documented the trip with 450 photographs. Whenever he wanted a picture of himself and Nita he handed the camera to the nearest stranger. For the results see next five pages.

NITA AND RUSS ROSENE try out their gear in the hills behind their home in Santa Monica. At the start of their long trip home from Maine, Nita's pack

weighed 40 pounds, Russ's 50. Later they cut them down to 20 and 25 pounds. They carried a cook stove and a light Army tent as part of their equipment.



ROSENEs' ROUTE is shown on this map. Shortly after leaving Mt. Katahdin in Maine, they climbed Mt. Washington and 5,344-foot Mt. Marcy in New York. On the Pennsylvania Turnpike they rode in a truck loaded with 17 tons of potatoes

and in Iowa bumped along on a haybaler towed behind a tractor. In Spokane, Wash., they borrowed some clothes to attend a cousin's wedding. In Canada they toured with two roving ex-GIs until the tires of a 12-year-old Dodge gave out.



ON APPALACHIAN TRAIL Russ and Nita splash their way across a marshy pond. After camping near here on their first night, they climbed Mt. Katahdin to sign the register (*below left*), then came back down the mountain to pick up the trail.

Unused to carrying more than an overcoat with them before they started on their trip, they found the first few days of lugging heavy packs hard work. But they found it much easier just to get up momentum and keep going than to stop and rest.



AT ZERO POINT on the Appalachian Trail, atop 5,268-foot Mt. Katahdin, Russ signs registry book which is kept in a can on signpost. In a brisk wind they made only a mile an hour as they climbed the mountain on the first day of their hike.



IN BED OF WILDFLOWERS beside road Nita rests on the way to Mt. Washington, which she and Russ climbed during their third week. Night before, most of their equipment had been soaked by rain and the climb was wet and slippery.

CONTINUED ON NEXT PAGE

THE HIKING ROSENES CONTINUED



ROSENES GET LIFT near Ellsworth, Maine from Jim Myers and his wife Anna Louise. Myers let them use his empty apartment when they reached Philadelphia. The Myers' then moved to Portland, Ore. just in time to put them up there also.



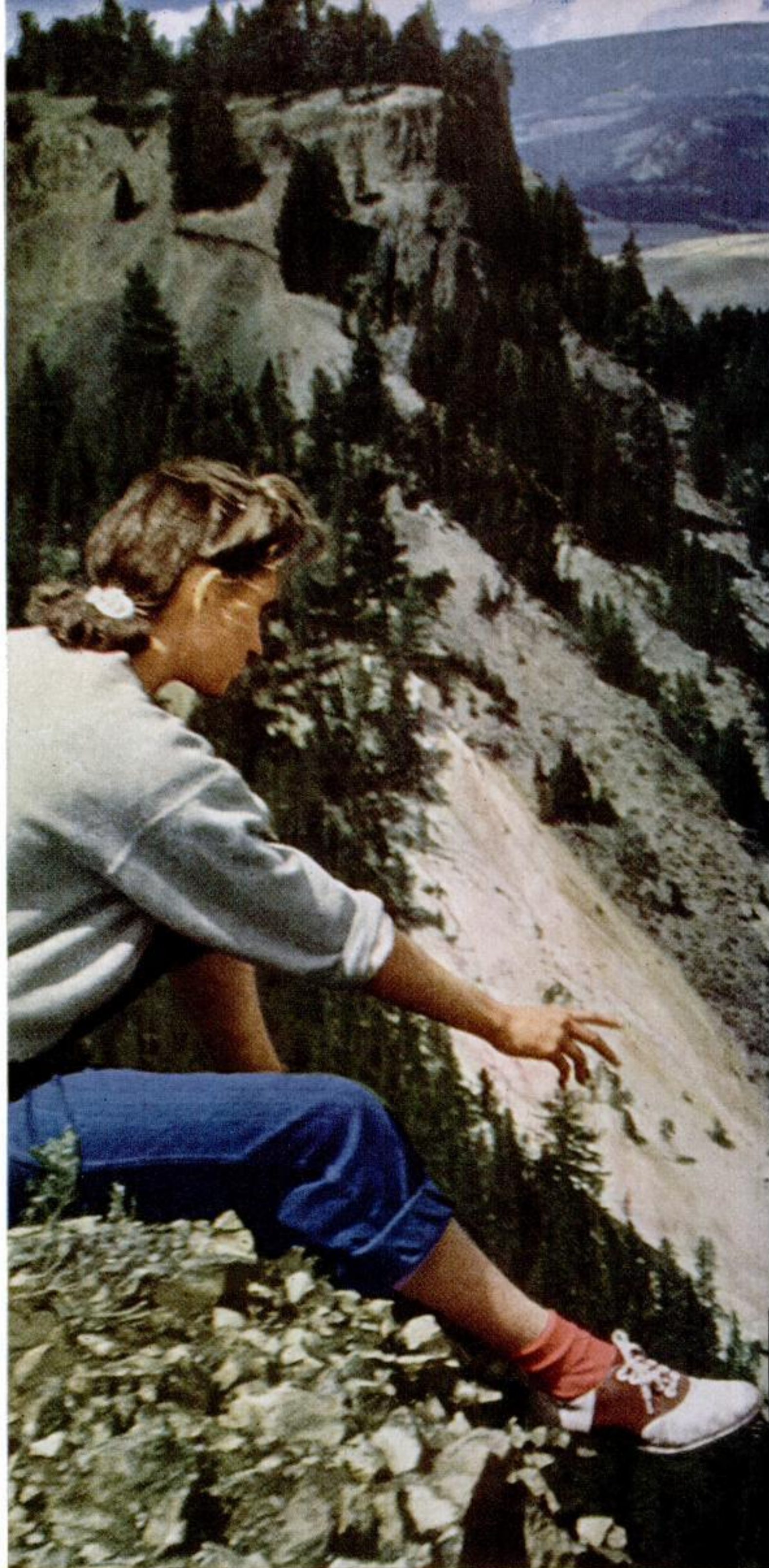
BESIDE LAKE MICHIGAN Russ kept cool during a heat wave by lying on a rubber poncho at water's edge and working on the journals which he kept during trip. He and Nita went swimming here seven times in one day, slept in the open.



ROADSIDE FIRE near Gothenburg, Neb. relieved the monotony of long haul across the Midwest. In Iowa, Russ and Nita were picked up by a Cadillac whose tired driver rested on the back seat and played a harmonica while Russ drove.



LEAVING CAMPGROUND in Rocky Mountain National Park, Rosenes illustrate their hitchhiking technique. Russ did most of the thumbing. Usually dressed in trousers, heavy boots and a sweater, Nita looked like a boy to most drivers.



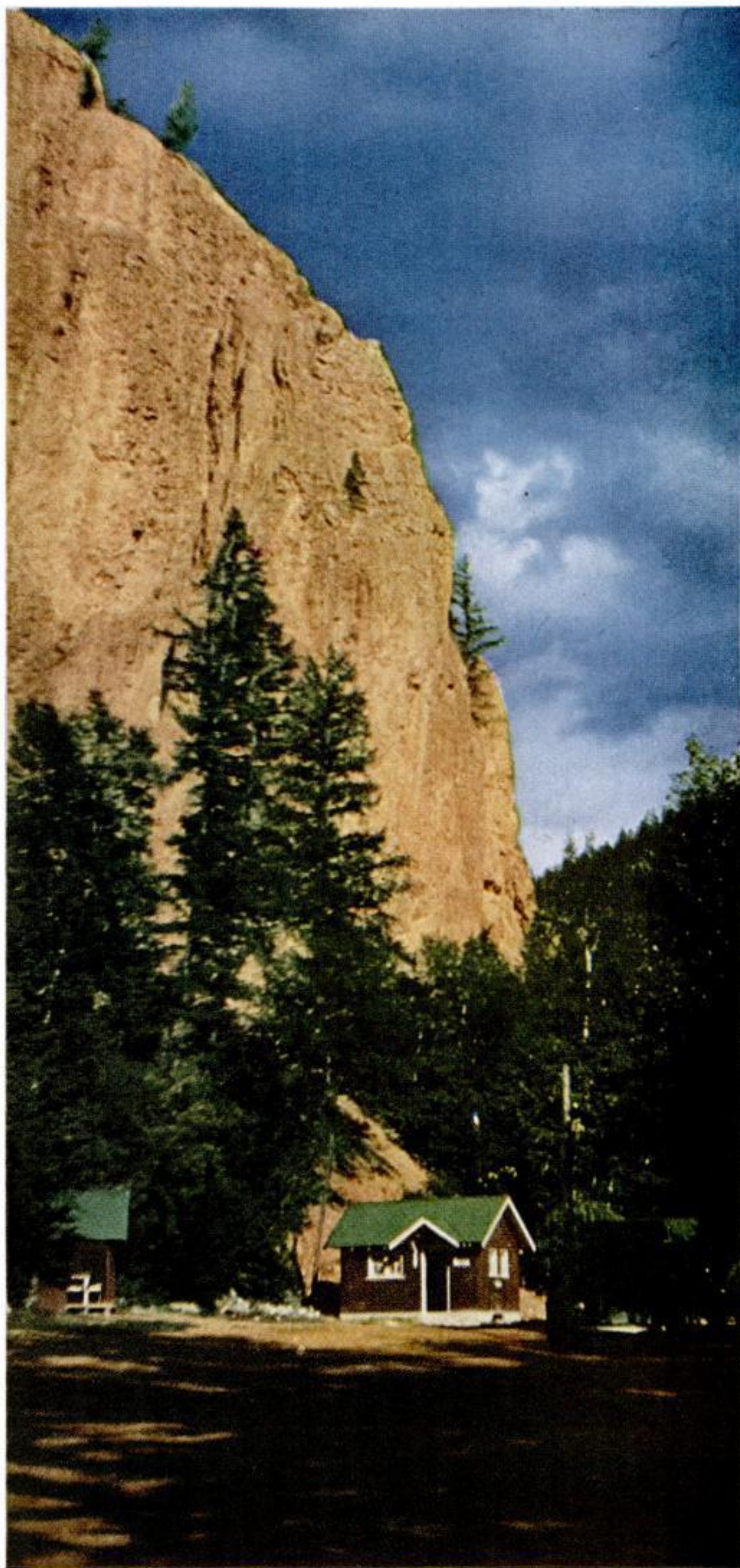
IN YELLOWSTONE NATIONAL PARK Nita sits on edge of canyon watching the swirling rapids of Yellowstone River below. After ride in trailer in Colorado, the Rosenes were given lift into Wyoming by a truck. Then they were picked up



RUSS WRITES in his journal on a camp table in Glacier National Park, Mont. Nita did all of the camping chores except pitching the tent, leaving Russ free to write. They loafed here for a day to catch up on their correspondence and laundry.



by Yellowstone-bound car whose owner took them to camp near Mammoth Hot Springs, returned next day to take them on a tour of the park. Rosenes had best luck with salesmen. Once they were picked up by Russ's surprised aunt and uncle.



IN BRITISH COLUMBIA steep cliffs towered over the Rosenes' campground in Kootenay National Park. When Russ and Nita awoke here one morning they found that pack rats had torn big holes in their canvas bags and nibbled their food.



ON GRINNELL GLACIER in Glacier National Park Russ (center) straddles a crevasse while ranger prepares to rope tourist across it. Rosenes hiked 50 miles during a week's stay in the park, usually going off alone to explore the icy cliffs.



SLOWEST GOING of entire trip was in Alberta, Canada. Canadians were friendly, but no one appeared on highway until noon. Then it was not a car but a road grader, going only 4 mph. The Rosenes rode on it until a truck finally came along.

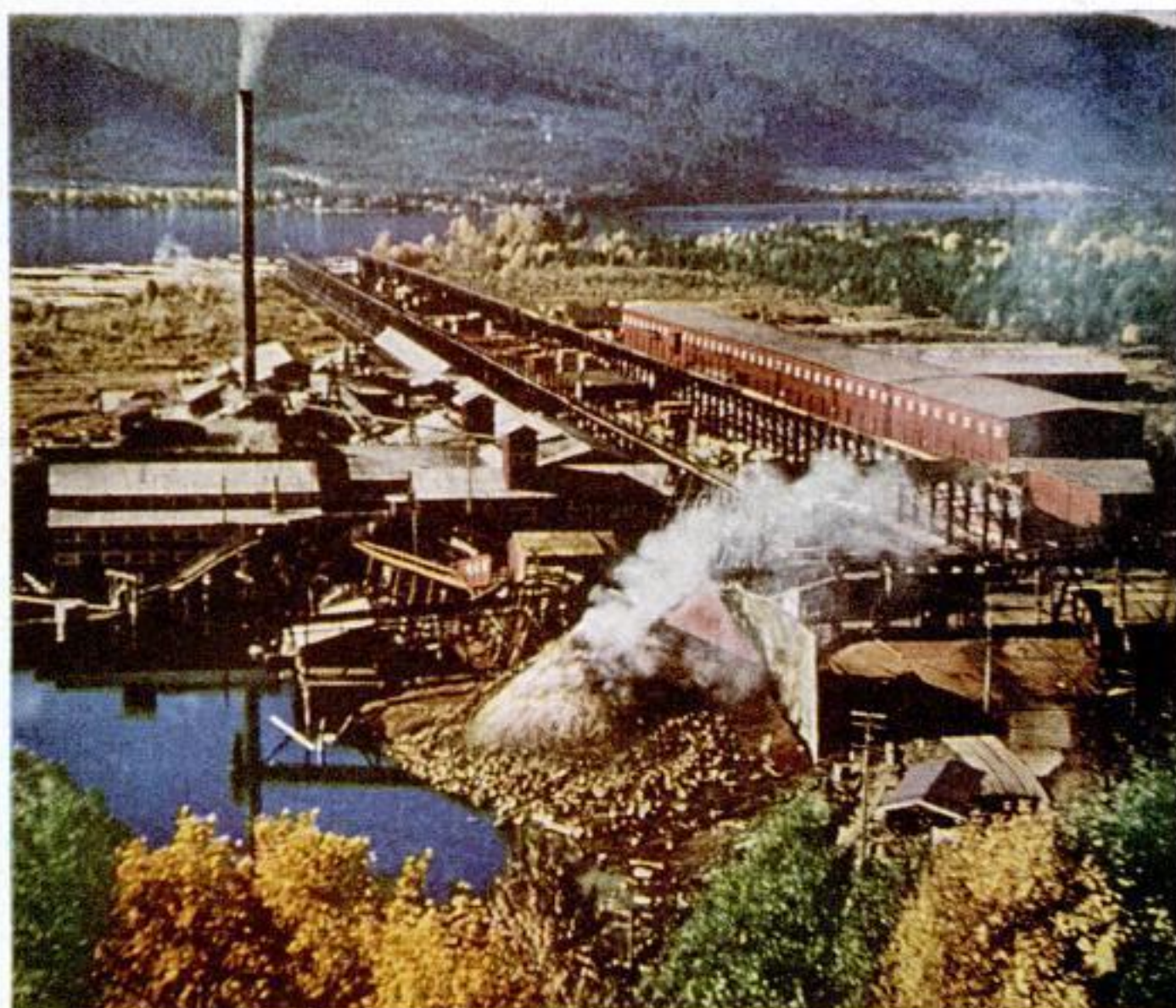
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TAKAKKAW FALLS, 1,800 feet high in the Yoho National Park, B.C., reminded the Rosenes of Bridal Veil Falls in Yosemite. In right foreground is Jack Hawes, one of two adventuresome ex-GIs who drove Rosenes through part of Canada.

THE HIKING ROSENEs CONTINUED



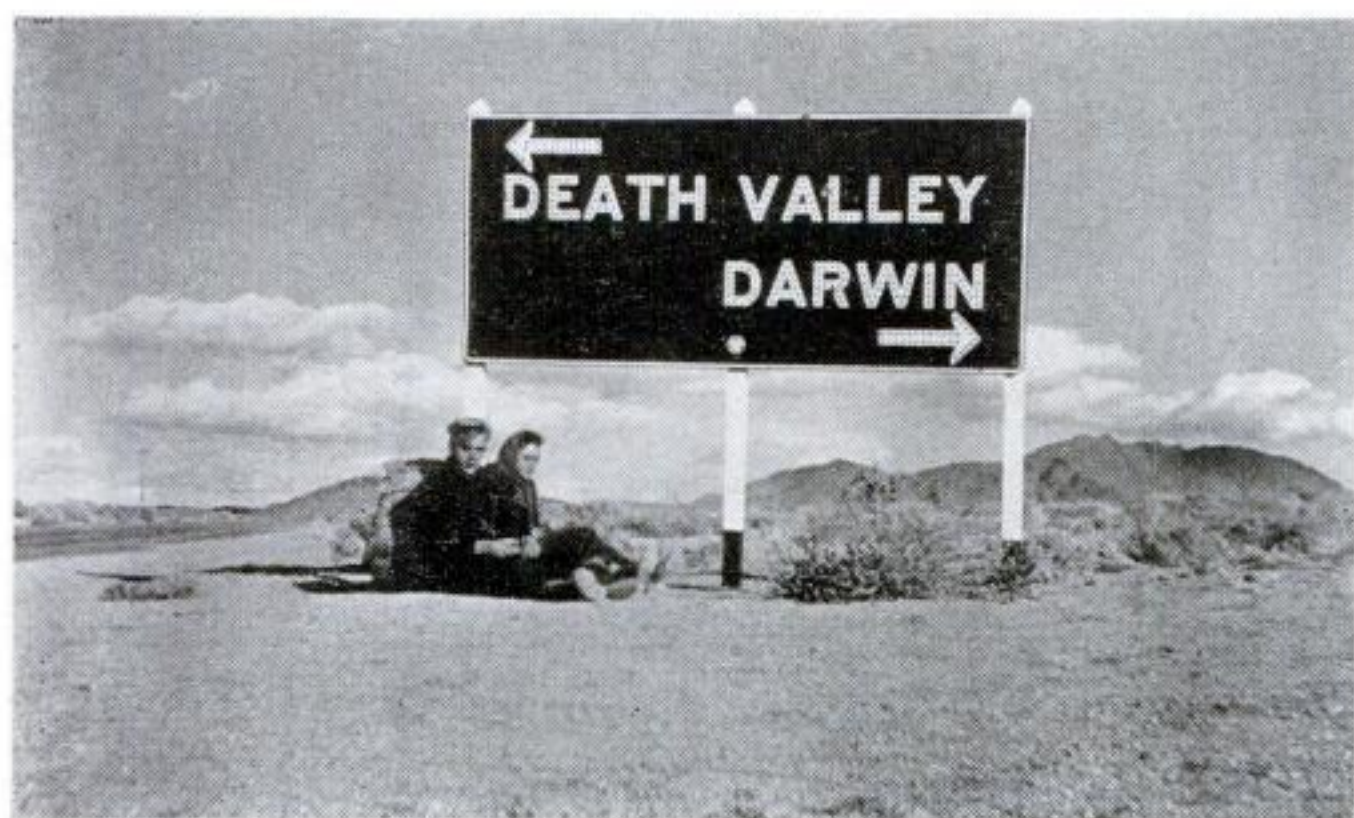
ON VANCOUVER ISLAND Russ and Nita spent afternoon in this lumber mill where they watched rough logs from nearby lumber camps sliced into boards. In foreground is "the burn," an incinerator where unusable waste is disposed of.



COLD MIST envelops camp near Pistol River on Oregon coast, where the Rosenes pitched their small tent (*foreground*) next to one belonging to people they had met previously in Canada. During night the wind almost collapsed their tent.



AMONG THE REDWOODS near Eureka, Calif., Nita (*left*) eats hasty lunch from the station-wagon kitchen of Ray and Ginny Garner, who had driven the Rosenes down from Oregon. After lunch they thumbed ride into Eureka on a lumber truck.



COLDEST WAIT for a ride during trip was at a junction near Death Valley. Russ was eager to see valley but agreed to Nita's tired plea to take the first car home. They kept warm until it came by jumping around and throwing stones.

HOW THEY DID IT

Rosenes got along for six months on \$500 and their friendly dispositions

By cooking most of their own meals and skimping on extras like entertainment and beds, Russ and Nita were able to get through their six-month trip on \$500. They spent \$222 for food, \$40 for accommodations and tent fees, \$28 for bus and trolley fares to get them through crowded cities, and the rest for film and camping equipment. Several times they ran into people they had seen before, and each time the coincidence resulted in another lift. Everywhere they went their friendly enthusiasm paid off. Strangers bought their meals, put them up at night and even went out of their way to take them where they wanted to go. In Ohio the Rosenes rode with a man who was escaping from his wife, paying for their ride by listening to a long history of his marital troubles. A 65-year-old schoolteacher amazed them by her agility on rugged hikes through Glacier National Park in Montana. And in Canada they met an English adventurer who was touring the world on a bicycle and had been on the road for 18 months. But the most frightening character they met was a drunken driver who picked them up on their last day and careened along at 70 mph, from one side of the road to the other, until they finally persuaded him to stop and let them catch a more peaceful ride home.



HOME AGAIN after six months of wandering, the Rosenes stand on cliff overlooking Pacific at Santa Monica. Nita wore rugged hiking boots during most of the trip but changed to saddle shoes when she decided she looked too masculine.

GREAT MOMENTS and the moment after *by sparber*



"Congratulations on finishing your head of Pocahontas—the world's largest sculpture! But will you tell the women of America this: With so many kids to take care of, how did you find time to do it?"



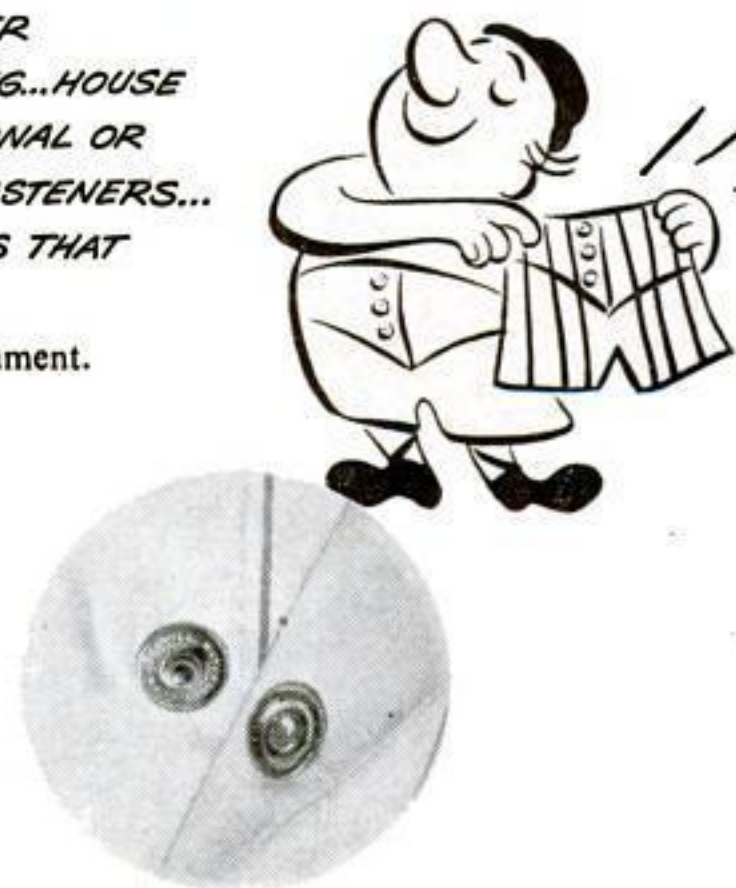
"Oh, I have lots of time to sculpt! You see, I buy my children only clothes that have GRIPPER* fasteners on them. Gripper fasteners s-t-a-y put, so I don't waste time replacing them. They're laundry- and rust-proof, too . . . and make my ironing easier and quicker!"

FOR GREATER CONVENIENCE...NEATER
APPEARANCE...BUY CHILDREN'S CLOTHING...HOUSE
DRESSES...MEN'S SHORTS (CONVENTIONAL OR
ELASTIC BAND TYPE)...WITH GRIPPER* FASTENERS...
THE LAUNDRY-PROOF SNAP FASTENERS THAT
END "BUTTON BOTHER"!

Also available at notion counters for home attachment.

GRIPPER*
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FASTENERS

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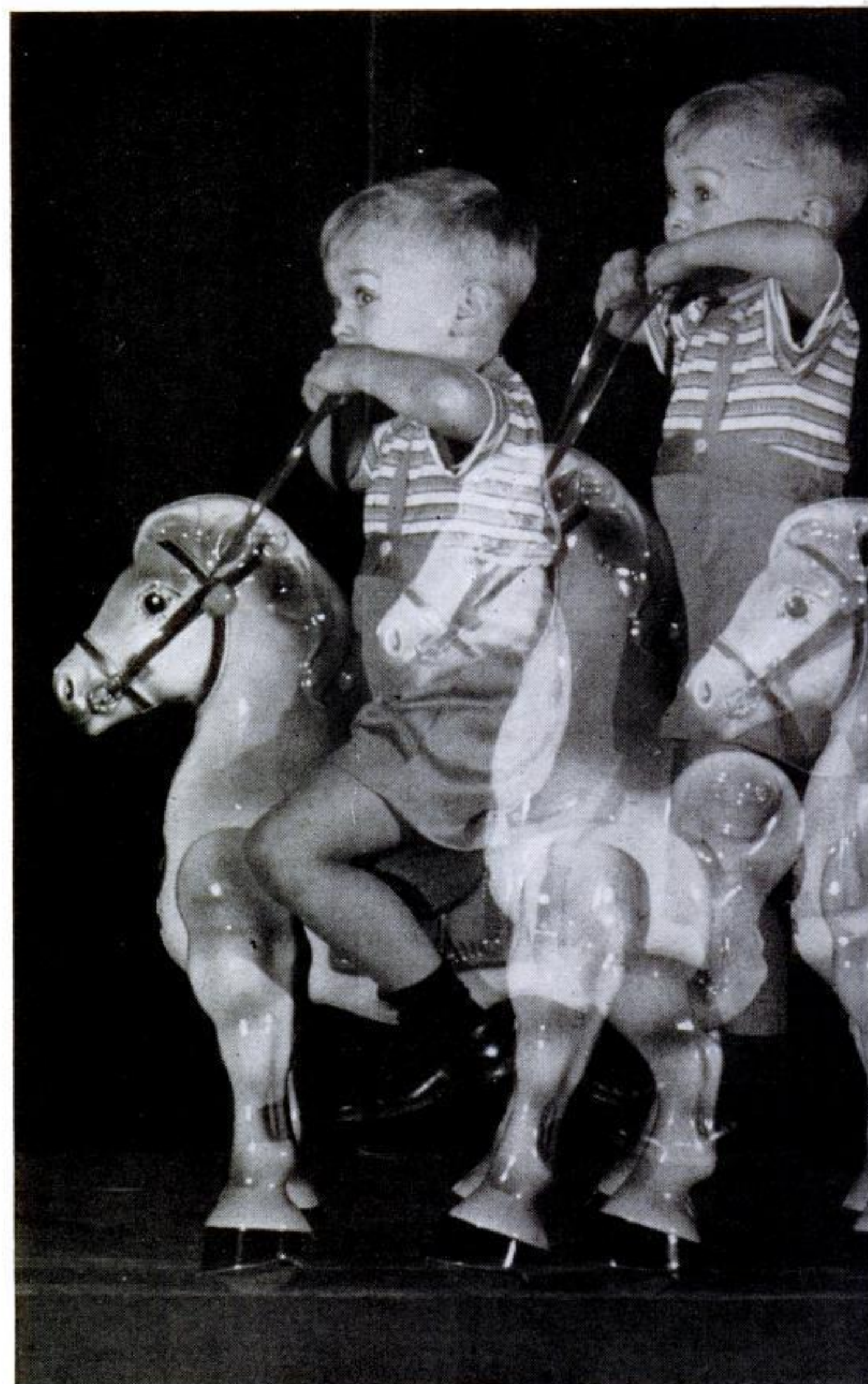


Do you
have
yours
yet?

Whatever kind of Cole swimsuit you want—Lastex or cotton, one piece or two, with straps or strapless, striped, figured or solid colored—*this week* is the time to get it. Stocks in some stores may be limited even now...so go to your favorite store and ask to see Cole swimsuits. Better get *yours* today.



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Los Angeles, California



HORSE GALLOPS AS BOY POSTS UP AND DOWN. AS HE RISES IN STIRRUPS,

NURSERY BRONCO

**Steel pony canters realistically at speed of 4 mph
as the rider bounces up and down on its back**

The toy horse cantering across the repetitive flash picture above is the closest thing to a real flesh-and-blood pony yet devised by toymakers. Straddled by an energetic child, it rolls over the floor at 4 mph, throwing its legs apart and bringing them together again with action similar to that of a galloping cow pony. To make it do this the rider need only post up and down in the saddle, pressing on the stirrups as he would in riding a real horse at a trot.

This new toy, called the Mobo Bronco, has no pedals, chains or clockwork to detract from its realistic action. A few metal bars and a light coil spring inside the horse's pressed-steel body plus small rubber wheels in the four hoofs make up the mechanism. The galloping action of the legs serves to move the horse forward, while the wheels are braked against rolling backward (p. 84).

The Bronco is manufactured by D. Sebel and Company Ltd. of Erith, England. Currently being imported into the U.S. at the rate of 2,000 a month, it is another item on the growing list of British products which are bidding for U.S. dollars. This summer the Sebel company plans to introduce the two additional toys shown in repetitive flash pictures on the following page. For the future they are designing a whole menagerie of animals around the Bronco's mechanism which will creep, waddle, slither or hop according to the natural gaits of their living counterparts.



HORSE STEPS FORWARD. AS HE SITS, LEGS GATHER FOR THE NEXT STEP



GALLOPING HOBBYHORSE has baked-enamel finish of dappled gray with red saddle, bridle and blue saddle blanket. Reins are red plastic. Price: \$39.95.

CONTINUED ON NEXT PAGE

GLOSTEX*
Give your car that "NEW LOOK"
with the Smartest, Toughest
Seat Covers Made...



GLOSTEX*

Reg. Trade Mark

SEAT COVERS



*U.S. Patents
D-148352, D-148353
Canadian and other
foreign patents

The Newest Miracle in Plastics...

Seat covers that wear like iron... FIT like a glove. That's GLOSTEX—revolutionary new seat covers of lasting beauty and long life. Give your car that "new GLOSTEX look"—at surprisingly little cost. Expertly tailored in rich, two-tone, fade-proof colors, your GLOSTEX seat covers add the very last word in style... smartness... durability to your car interior.

FEEL THE SLEEK SMOOTHNESS of that genuine GLOSTEX surface! Note these miracle features: Snagproof; Won't scuff or roughen—won't injure sheerest hose. Washes easily!... no need to remove covers. Resists gas, oil, sun, rain, alcohol and mild acids—even cigaret burns. No wonder these extraordinary new seat covers take the hardest punishment day in and day out!

STEP UP YOUR CAR'S LOOKS 100%. Tests show that the exclusive GLOSTEX pattern streamlines the interior, makes your car look smarter, richer, younger.

AMERICA'S GREATEST SEAT COVER VALUE. At better department stores, automotive supply houses and car dealers. Today, see your nearest GLOSTEX dealer or mail the coupon below for complete details.

DEALERS:
The GLOSTEX line is a winner. Fill the demand in your community. Write or wire today for catalog and details.



Your GLOSTEX dealer knows value — ask him!

ENTIRE BACK OF FRONT SEAT ALSO GLOSTEX!

WATERPROOF WASHES WITH DAMP CLOTH!

WEARS LIKE IRON!

RESISTS OIL, GAS, WATER, ALCOHOL, SUN, EVEN FIRE!



© 1948, Glostex, Inc.



Look for the Patented
Glostex "V" Design

GLOSTEX PRODUCTS, INC., Chicago 47, Ill.,
Manufacturers of fine automobile seat covers,
including the famous Empress and
Duchess fibre covers.

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I am interested in GLOSTEX seat covers.
Please send literature.
My car is a _____ make _____ year _____ model _____

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☐ sedan
☐ coach
☐ coupe



STOP CORNS!

END PAIN INSTANTLY!

Never wait. Apply Dr. Scholl's Zino-pads at the first sign of sore toes or tender spots from tight shoes. Pain ends instantly and corns are stopped *before* they can develop! But—if you have corns, callouses or bunions—thin, soothing, cushioning, protective Dr. Scholl's Zino-pads will stop painful shoe friction at once and lift pressure from the sensitive spot.

REMOVE CORNS, CALLOUSES

You'll marvel, too, how Zino-pads quickly remove corns or callouses when used with the separate Medications included. No other method does all these things for you! No other gives you so much for so little. *Super-Soft* Dr. Scholl's Zino-pads are flesh color, waterproof. Do not come off in bath. Get a box today! Sold the world over.

Dr. Scholl's Zino-pads

4 SPECIAL SIZES AND SHAPES

CALLOUSES BUNIONS SOFT CORNS BETWEEN TOES CORNS—SORE TOES

Have You Any Other Common Foot Troubles? Dr. Scholl's

AIDS FOR THE FEET ARE GUARANTEED TO GIVE QUICK RELIEF



FALLEN ARCHES
Dr. Scholl's Foot-Easer and exercise relieves tired, aching feet, rheumatic-like foot and leg pains, due to weak or fallen arches.



TENDER FEET
Dr. Scholl's Foot Powder relieves tender, chafed, hot, perspiring feet. Eases new or tight shoes, helps prevent Athlete's Foot.



HOT, TIRED FEET
Dr. Scholl's Foot Balm relieves tired, aching, hot feet from fatigue. Very soothing, refreshing.

ATHLETE'S FOOT

Dr. Scholl's Solvex relieves itching, kills fungi it contacts, aids healing of red, raw, cracked skin. (Liquid, Powder or Ointment).



PAIN HERE?

Dr. Scholl's LuPad relieves pain, callouses, burning at ball of foot. Loops over forepart of foot. Feather-light, washable.

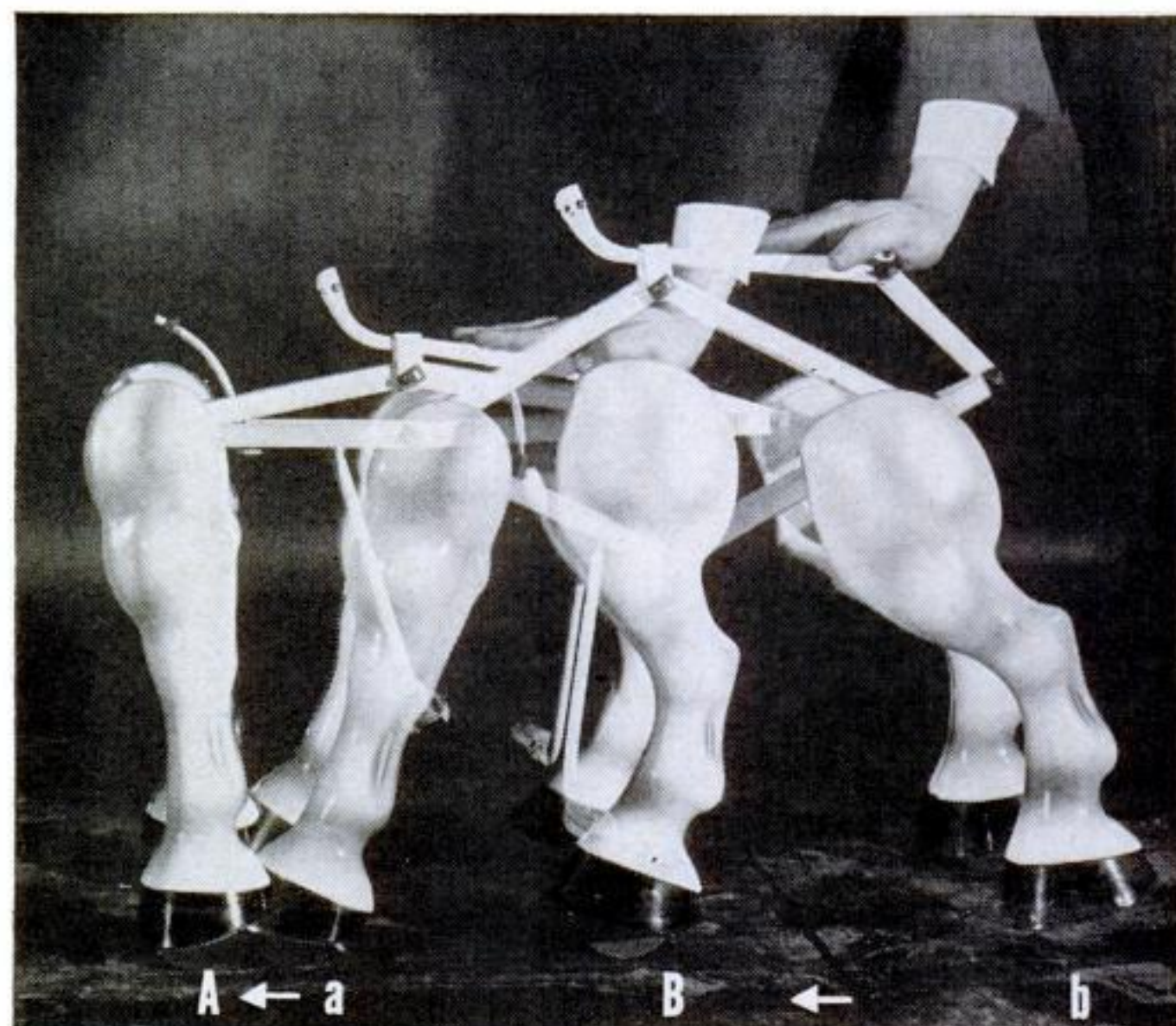


BUNIONS

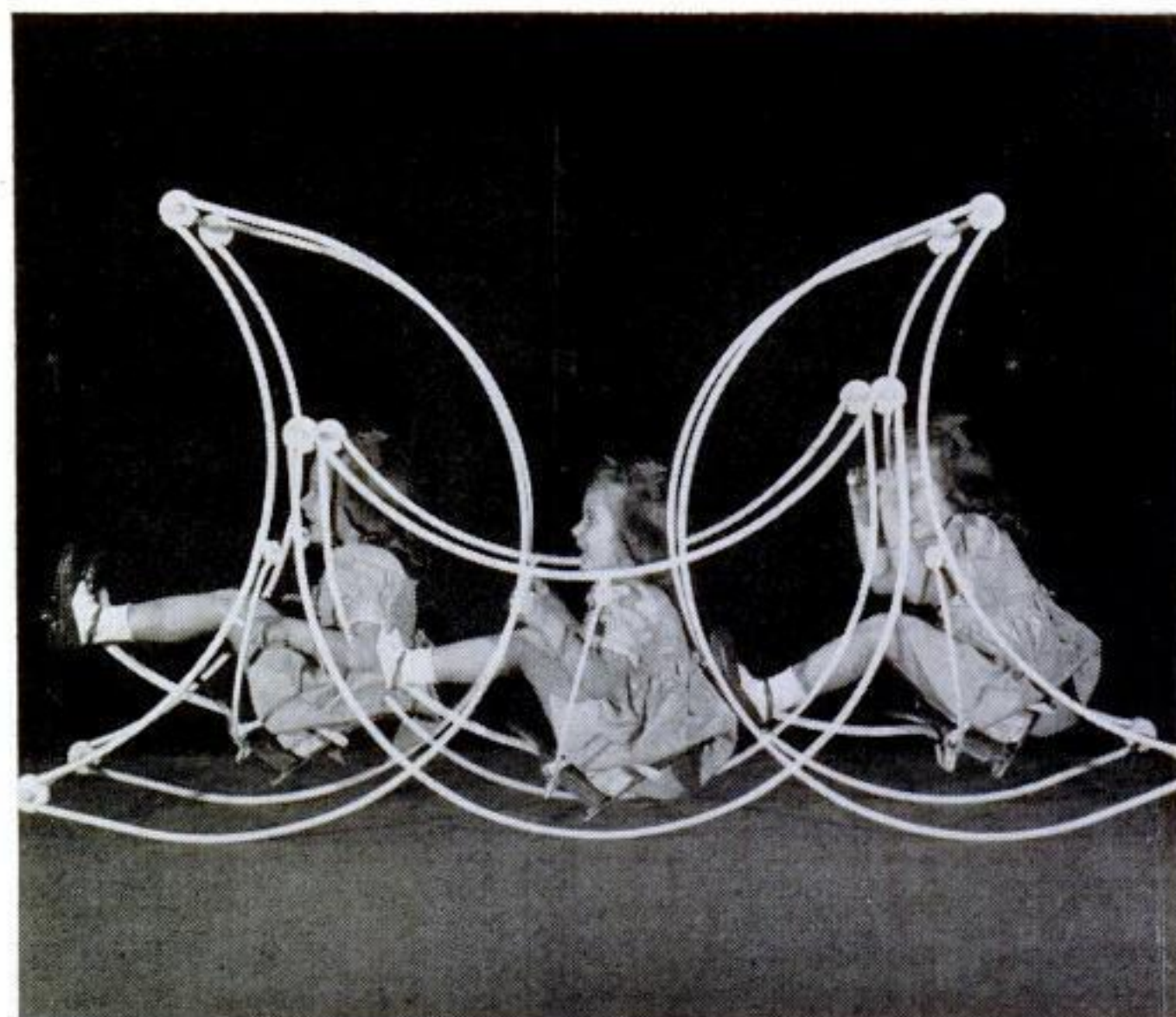
Dr. Scholl's Bunion Reducer of soft rubber, relieves painful shoe pressure, helps hide the bulge.



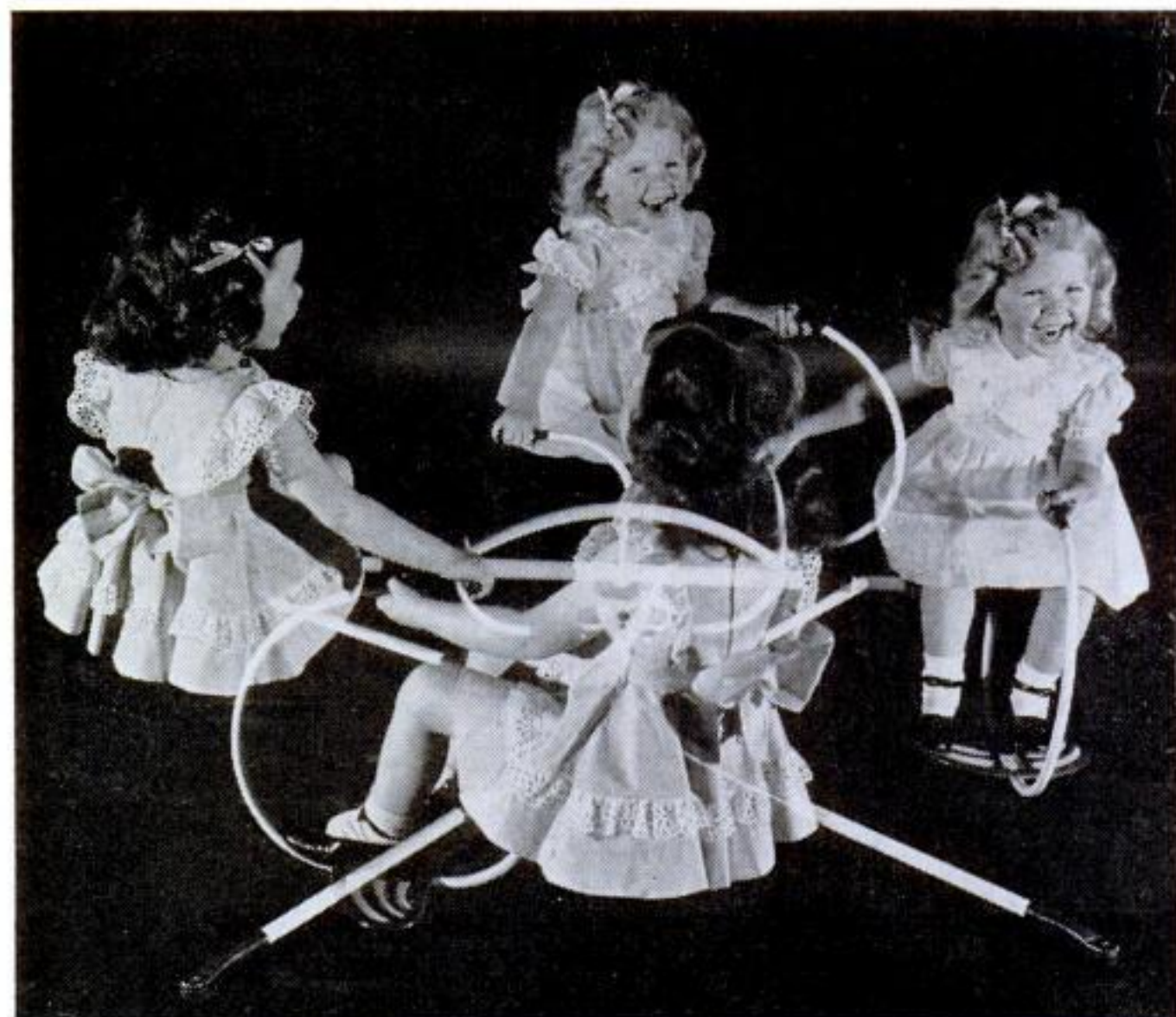
Nursery Bronco CONTINUED



BRONCO'S WORKS are simple. As rider stands in stirrups, forelegs move forward to position *a*. Brakes on wheels inside hoofs hold hind legs stationary at *b*. As the rider sits, hind legs pull up to position *B*, forelegs roll forward to *A*.



ROCKER-SWING, here shown in three positions as it is worked by child, is for small children. Its high-rocking frame of steel rods gives child sensation of flying in mid-air although actually seat is never more than 8 inches from floor.



MERRY-GO-ROUND whirls as two little girls pump ratcheted hand levers connected to toy's center shaft. Seats have safety belts to hold riders securely in place as they spin. Swing will sell for \$29.95, the merry-go-round for \$39.95.

CHEVROLET

-and ONLY Chevrolet-

IS FIRST



You'll get your *biggest* thrill out of the fact that Chevrolet's **BIG CAR QUALITY**—now stepped up in style and value—is yours **AT LOWEST COST**, from an all-round standpoint! That means big savings in purchase price; that means big savings in operating costs; that means *more value* as well as *more satisfaction* for you and your family when you own a new Chevrolet!



Official nationwide registrations—and seven independent nationwide surveys prove that:

More people drive . . .

more people want Chevrolets than any other car!

CHEVROLET MOTOR DIVISION, GENERAL MOTORS CORPORATION, DETROIT 2, MICHIGAN



TROPICAL GARDEN is 150 feet long, 75 feet wide and three stories high. It contains a serpentine swimming pool tiled with turquoise marble, a cave, full-grown palm trees,

cissus vines and gardenia plants. A mechanical system that reportedly cost \$50,000 enables the glass roof to be rolled back and the two glass walls to be lowered in the summer.



BIG PINK GOLDBLATT MANSION STANDS ON SHORE OF LAKE MICHIGAN

ROUND-THE-WORLD HOUSE

Chicago pleasure dome had rooms from everywhere

The 32-room stucco mansion shown above was never intended to be lived in. Wealthy Benjamin Marshall built it in Wilmette, a Chicago suburb, in 1921 simply as a place to entertain lavishly. An architect, he put into it almost every possible background for an exotic party: a tropical garden (*opposite page*), a Chinese temple, a Rocky Mountain log-cabin room, an Egyptian solarium, a Scandinavian room, bathrooms with steam cabinet and hair drier. When the late Merchant Nathan Goldblatt bought it for \$95,000 in 1936 (estimated original cost: one million dollars) he filled it with such curios as a carved ivory eagle, a ram's-head incense burner, a cane collection. He lived in it nine years. Recently house and contents were put up for auction. The contents (2,000 items) were knocked down for a mere \$100,000. Nobody bought the house. But 12,281 preauction visitors had an eye-popping time, gapping at something the like of which may never again be built in the U.S.



MANDARIN BED in Chinese temple room is tested by a sightseer. Carved woodwork was saturated with sandalwood powder, giving off an Oriental scent.

CONTINUED ON NEXT PAGE



If your car feels like *this*... it's time for

MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH **MARFAK!**

What a difference *Marfak* Chassis Lubrication makes! Tough, longer-lasting *Marfak* is specially compounded to protect your car from wear and friction — not for just a couple of hundred miles — but for 1,000 miles and more. You can *feel* this difference in "cushiony" driving and smooth handling ease. Ask for *Marfak* Lubrication for your car today at your neighborhood Texaco Dealer, the best friend your car ever had.



THE TEXAS COMPANY

TEXACO DEALERS IN ALL 48 STATES

Tune in: TEXACO STAR THEATER every Wednesday night featuring Gordon MacRae and Evelyn Knight. See newspaper for time and station.



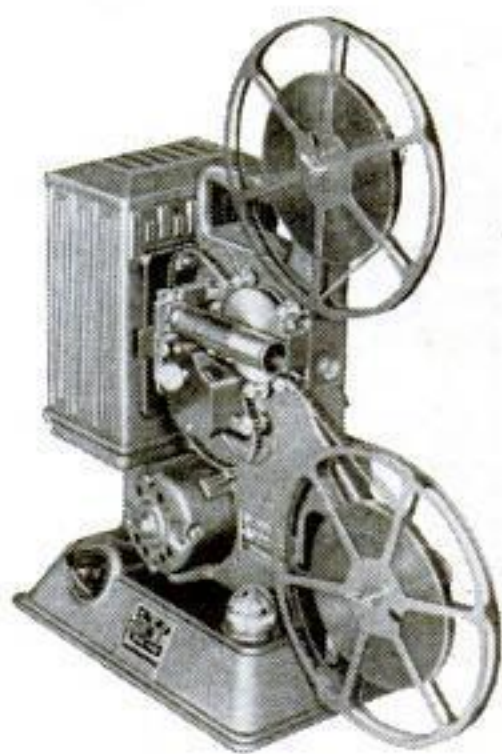
It costs less than you think to take good color movies with a Keystone Camera!



The real test of any movie camera is the movies you see on your screen. With the popular-priced, pocket size Keystone 8mm. Movie Camera, you'll take—at the press of a button—sparkling color movies as *sharp* and *clear* as the most expensive cameras—and at *less* cost per scene than *one* ordinary color snapshot!

Ask your camera dealer to show you the Keystone 8mm. Movie Camera with the f3.5 Wollensak coated lens, interchangeable for f1.9 and telephoto lenses, normal and slow motion speeds, built-in view finder, easy threading, audible film footage indicator and other features. Including tax, only \$49.50.

Write for folder describing our 8mm. and 16mm. equipment



Keystone R-8 8mm. 400-foot reel, 500 Watt Lamp Projector — f1.85 Achromatic coated lens, \$74.50

Keystone

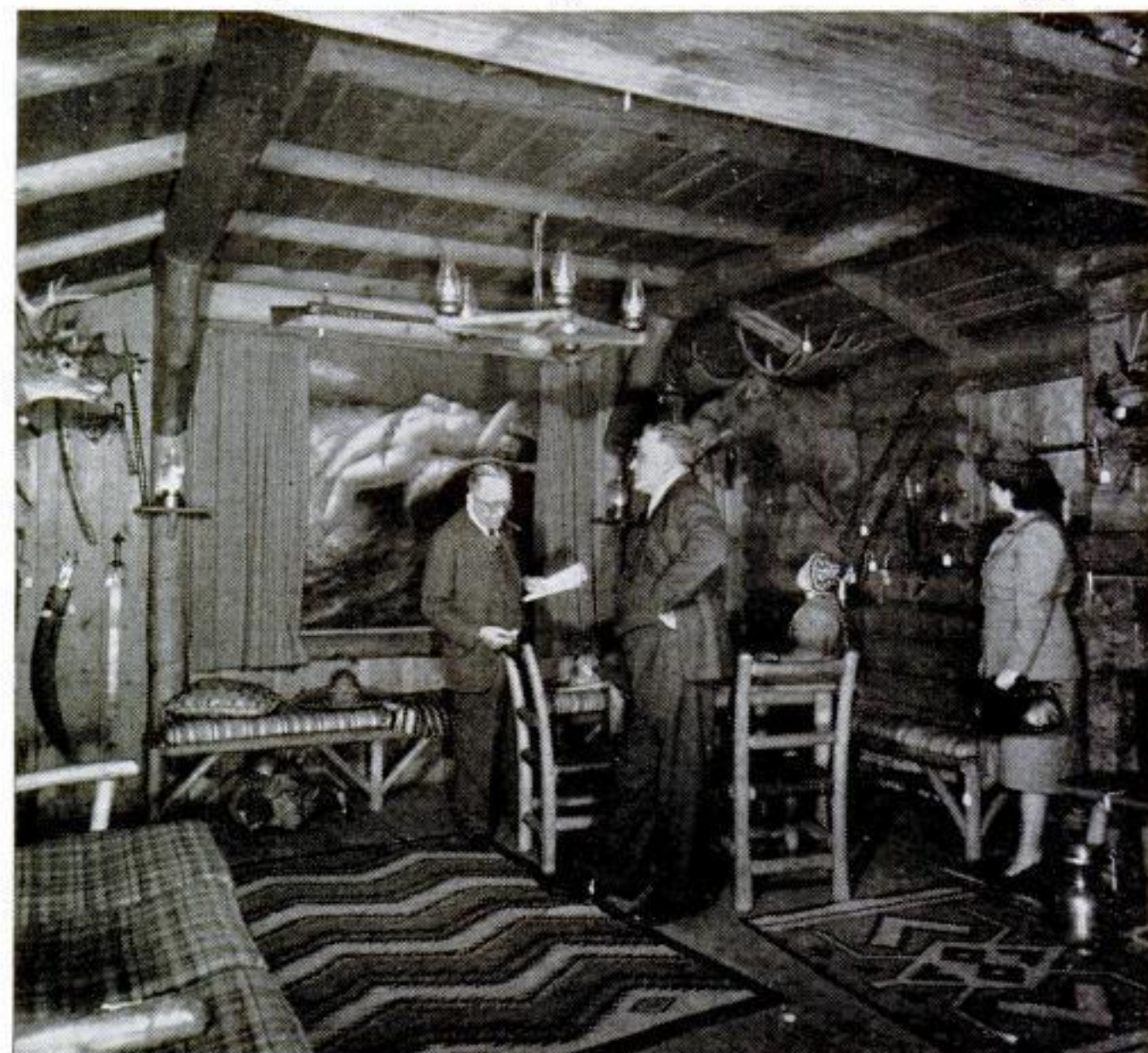
MAKERS OF FINE 8MM. AND 16MM. MOVIE CAMERAS AND PROJECTORS FOR OVER TWENTY-FIVE YEARS

KEYSTONE MANUFACTURING COMPANY
BOSTON 24, MASSACHUSETTS

Round-the-World House CONTINUED



EGYPTIAN SOLARIUM had an 18-foot bed and a table (left) which could be lowered through the floor to pantry, to be loaded with food during parties.



LOG-CABIN ROOM, with rough-hewn furniture and log walls, was luxuriously "primitive." The painting could be curtained when this seemed advisable.



SCANDINAVIAN BAR attracted many feminine visitors because of its fine china. The house also had an ultramodern bar, a ship's bar and a French cafe.

With Iced Tea

Serve the cracker that *adds* to tea's refreshment—crunchy, golden Ritz, tempting as the beverage in your glass. Ritz invites summer appetites because its freshness and flavor are *sealed in!* Always crisp and delicious—Ritz *doesn't "wilt"* in hot weather. Try it—and see!

nothing tastes as good as Ritz... but Ritz!





NATURAL WONDER...

After all, it's natural for you to wonder how to be SURE of pre-war quality whiskey. If so, your wondering days are over. Just be SURE to ask for 7 Crown...Seagram's finest American whiskey.

Say Seagram's and be Sure ... of Pre-War Quality

SEAGRAM'S 7 CROWN BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

Low Necklines

They give dresses a cool, bare look



KEYHOLE NECKLINE dress of sheer black crepe, for more formal occasions, is wired to stay in place.



NAVY CHAMBRAY (LEFT) AND CHECKED-COTTON DRESSES ARE FROM ADELE SIMPSON

Women, who have always been smarter than men about keeping cool in summer, this year are smarter than ever. New York stores now report that best-sellers among summer dresses in all price ranges have necklines that are lower or wider or both than this generation has ever worn in daytime. Some new dresses are sleeved, off-shoulder types, some have sunbacks and jack-

ets, some simply deep-scooped backs and fronts. They all have a cool, fresh look which is heightened by the fact that no jewelry is worn with them around the neck. Nevertheless, set off by hat and gloves, they are sufficiently formal for city streets. The result is that a lady may now expose her neck and shoulders in town with as much propriety as she does in the country and at night.

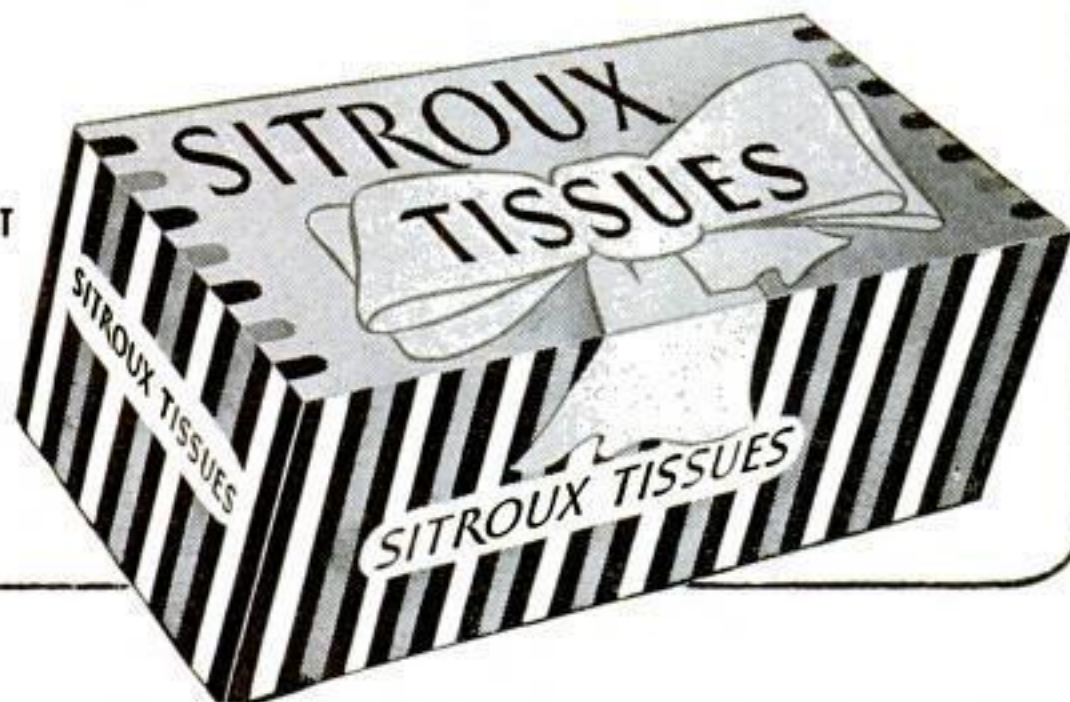
Low Necklines CONTINUED



Poor witness, Clara ... Tears smeared her mascara ...

to the rescue with SITROUX!
... say SIT-TRUE

SOFT AND GENTLE ...
STRONG AND ABSORBENT



© 1948, Sitroux Inc.



SUNDRESS of cotton poplin with black coin dots, low-necked and sleeveless, typifies this summer's streetwear. From Lord & Taylor, it costs \$12.50.

WISE MOTHERS
CHOOSE
Edwards



Children love them for their comfort and style. Preferred by mothers for their foot health features, and long wear. In two extra children's sizes, too. Send 10c for instructive booklet, "Your Child's Foot Health."



Edwards 314-22 N. 12th St., Phila. 7, Pa.



Then make a note to give some youngster a complete set of miniature Tillicum boats. Their sleek wood hulls and gleaming plastic superstructures have won the hearts of thousands of sea-minded young fry.

Ask for Tillicum boats at your favorite toy counter, or send us your order.

Harbor Sport Set
\$2.98

SPRINGFIELD 2, MASS.

Other boats and sets
from 25c to \$4.00

E-448-28-A

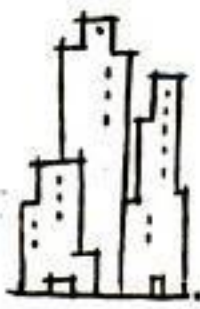
MB

**MILTON
BRADLEY**

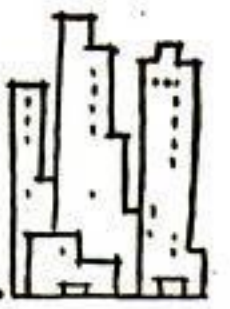


SLEEVELESS DRESS of purple chambray with tight bodice of squared pin tucks is a best-seller at Bonwit Teller for \$29.95. The cartwheel hat is \$12.95.

CONTINUED ON PAGE 94



The most comfortable distance between two points!



1. **You step aboard.** You're out of the heat and into the cool comfort of your air-conditioned Pullman car. Relax—lean back on those deep-

cushioned seats. The attentive Pullman porter will arrange your luggage, bring you a pillow—and anticipate your every need.



2. **You're completely at ease** as the train clicks off the miles. Right now you're enjoying the conversation and companionship of *your* kind of people... as you sip a long, frosty drink in the spacious lounge car reserved for Pullman passengers.



3. **You sleep soundly** on that big, soft Pullman bed—roomy enough so you can s-t-r-e-t-c-h out full length and never touch! You've never had cleaner, fresher bed linens. And toilet, washbasin, towels, drinking cups—all the facilities you need—are always convenient.



4. **You arrive clear-eyed** and rested—right in the heart of town, convenient to everything. You know the wisdom of traveling on dependable railroad schedules—of taking the most *comfortable* distance between two points. You've gone Pullman!

Go Pullman



THE SAFEST, MOST COMFORTABLE WAY
TO GET THERE!

See the Pullman Exhibit of New Accommodations
at the Chicago Railroad Fair—July 20 to Sept. 6

You'll beam!

when you discover
how wonderfully good
it tastes!



And beam again!

when you discover
Sunsweet Prune Juice
helps regularity, too.



SUNSWEEP PRUNE JUICE

Now also
available
in cans



Prepared and distributed by the
makers of Mott's apple juice, apple sauce,
cider, vinegar, and jellies



ON THE STREET or during regular working hours the white piqué jacket of this popular combination from Macy's is worn over its strapless camisole.



IN THE OFFICE when others have left, the jacket can be removed, leaving the wearer in cool, ruffled camisole. Jacket and camisole together cost \$5.59.

Welsh



Ideal For Vacations!

WELSH'S
"Boodle Buggy"

**A TRAVEL BED, BASSINET OR
SMART CARRIAGE**

**EASY TO PACK AND TAKE ALONG
AT FURNITURE AND DEPARTMENT STORES**

★ **FREE!** ★
Mother! SEND DATE OF YOUR BABY'S BIRTH
TO WELSH CO. FOR AN INTERESTING HOROSCOPE.

WELSH COMPANY
Largest Manufacturer of Folding Baby Carriages
1535 S. Eighth St., St. Louis (4), Mo.

*Famous
Quality
Finest
Results*



WHITEMORE
**SHOE
DRESSINGS**

**A child's party
isn't child's play
... to parents!**



Here is a grown-up way to solve it: "Whirls" by Pearson. Peppermint candy at its finest... looped in unique pinwheel form. Clean, crisp, crunchy; a lot of pep for the money! At better candy counters the nation over: 10c and 25c.

"Whirls" put pep into any party! Clever, practical, versatile: as decorations, dart targets, gifts, place cards, favors, prizes.

FREE **6 IDEAS FOR CHILDREN'S PARTIES**
Here's a new folder that's a great help to parents. Just send stamped envelope with your name and address on it to Pearson, Fine Candy, 555 Towne Avenue, Los Angeles 13.

Beautiful...
and makes beautiful toast!



● This new Proctor is expert at making toast...perfect toast, just as you want it...thanks to that silent wonder-worker, the Proctor Color Guard. Beautifully easy to keep spic and span... its curved surface cleans with the single swish of a cloth. Crumb tray in base works like a drawer... and as easily. Fair trade price \$22.00, Federal excise tax included.



RESERVED FOR
June Brides

Because demand is so great, all available Proctor Toasters during June are being reserved for June Brides. See your Proctor Dealer for details.



● An astonishing color control test... that only the Proctor Toaster can pass.

Toast a slice of bread in the new Proctor. It pops up appetizingly brown as set.

Now retoast the same slice!

Ordinarily you'd expect it to be burnt to a crisp. Instead it pops up quickly...warmed but not burned. An amazing proof of the uncanny accuracy of Proctor Color Guard toast control.

The amazing new 1948...

PROCTOR

Reg. U. S. Pat. Off.

AUTOMATIC pop-up TOASTER!

Lucille Ball agrees

ROMA WINE AND SODA

Pour half a tall glass of ROMA California Burgundy over 3 or 4 ice cubes. Fill with sparkling water... stir slightly... and sip your way through the coolest summer you ever enjoyed! (For flavor variety, try this cooler made with ROMA California Sauterne or Claret.)



LOVELY Lucille Ball, Hollywood star, knows how e-a-s-y it is to keep cool with ROMA Wine Coolers. So refreshing, so light, so right for every summer occasion, ROMA Coolers taste better. They're made with ROMA Wine, carefully selected from the world's greatest reserves of fine wines. As the foundation for thirst-quenching drinks... or all by itself, serve ROMA—America's favorite wine—enjoyed by more Americans than any other wine in the world!



FREE RECIPE BOOKLET! Write for more delightful ROMA Wine Cooler recipes. Address: ROMA Wine Co., 911 Hobart Building, San Francisco 4, California.

"It's never too hot to be cool with ROMA WINE Coolers"



SO EASY TO SERVE... SO COOL TO COME HOME TO

ROMA WINE JULEP

In a ten-ounce glass, place a few sprigs of fresh mint and half a teaspoon sugar... crush together. Fill with cracked or shaved ice and add 6 to 8 ounces ROMA California Sauterne. Stir and serve garnished with fresh mint.



ROMA SUMMER MARTINI

Place 3 heaping tablespoons cracked ice in a mixing glass. Add 4 ounces ROMA California Dry Vermouth and a twist of lemon peel. Stir thoroughly. Strain into large cocktail or stemmed sherbet glass. Add cracked ice, olive, and serve.

ROMA Vermouth makes it! Officially judged gold medal winner for better taste—1947 California State Fair



ROMA CLARET PUNCH

Combine 3 cups ROMA California Claret or Burgundy with 2 cups unsweetened pineapple juice in a large water pitcher or punch bowl. Add ice. Add 1 cup sparkling water and $\frac{1}{4}$ cup lemon juice and stir slightly. Add sugar to taste. Garnish with lemon slices...and serve 6 to 8 delighted guests!



ROMA SHERRY OLD-FASHIONED

Pour 4 ounces of ROMA California Sherry over cracked ice in an Old-Fashioned glass. Add a cherry and a slice of lemon and serve. A dash of bitters may be added, if desired. (You'll enjoy this same recipe made with ROMA California Sauterne, too!) Took only a minute, didn't it? And it's just what the thermometer ordered!



ROMA PORT LEMONADE

Dissolve half a tablespoon of sugar in the juice of half a lemon or one lime. Add half a tall glass of ROMA California Port and stir well. Add ice cubes and fill with plain ice water or chilled sparkling water. Stir and serve decorated with lemon or lime slice. Try this same recipe for refreshing Lemonade made with ROMA California Tokay.



ROMA WINE Coolers TASTE BETTER

Fine taste

MEANS

FINE TASTING

TOBACCO!



Panatela de Luxe

2 for 27¢



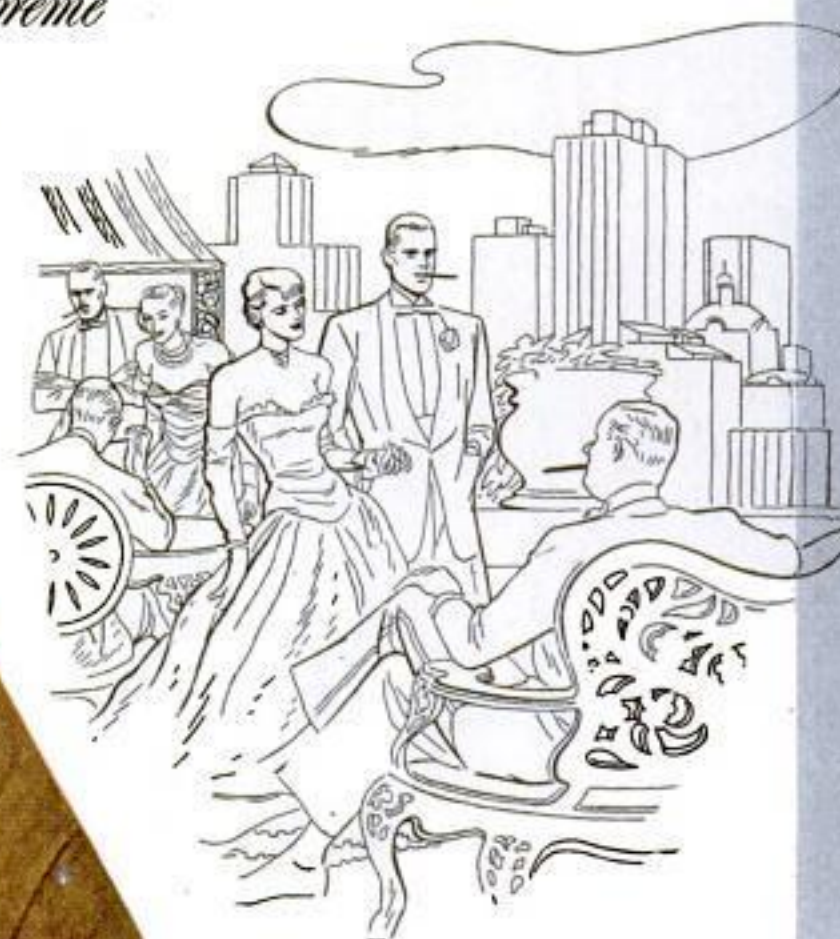
Queens

2 for 35¢



Corona Supreme

2 for 35¢



Robt. Burns

Always 100% choice All-Havana filler

HONG KONG

Kings and Communists find a safe refuge in booming crown colony

The island of Hong Kong hangs like a bright earring below Kowloon Peninsula on China's south coast. Always rich, today it dazzles the whole Far East. Through its unique combination of business prosperity and political stability, the city has usurped Shanghai's treasured title of "Paris of the East" and can dispute Manila's claim to be "Pearl of the Orient." A British crown colony, it provides a haven for deposed kings, political exiles and wealthy entrepreneurs from a dozen countries (pp. 104, 105).

This surprising postwar revival in the face of the chaos throughout the Orient can be credited partly to British enterprise and the security of British law, and partly to the fact that a continent desperately needs at least one city of refuge. In providing it the British have refurbished the empire's dwindling prestige, have materially increased its wealth and still live in the style to which their empire once accustomed them.

After Japan's surrender it seemed likely that Hong Kong might, like Shanghai, be taken over by the Chinese. Instead Hong Kong has profited from the transfer of more than 200 businesses from Nationalist China, to escape the Chinese civil war, and the influx of Indo-Chinese wealth fleeing the Viet Nam revolution. But immigration is not confined to the disaffected rich. Chinese Communists have made Hong Kong their propaganda headquarters, and Viet Nam agents mingle with servants of the deposed Annamite king. The British bar no one who comes unarmed and will keep the peace.



EAST AND WEST meet dramatically in this photograph as British colonial buildings (top) form a hill-

side backdrop for the bustling activity of Cochrane Street in the waterfront Chinese section (foreground).



"FRAGRANT HARBOR" is Chinese meaning of Hong Kong, and the harbor itself, viewed from the

exclusive residential district on the "Peak," is a majestic sight. The so-called "mid-levels" between Peak

and town are open to schools, churches and a few rich Chinese. Large building (*center*) is Hong Kong



JAPANESE BROKE OFF VICTORIA'S ARM

A DEEP HARBOR JOINS TWO CITIES

Although nearly everyone, including its residents, calls the city on Hong Kong island by its Chinese name, it originally was christened Victoria. Actually the crown colony of Hong Kong embraces 391 square miles and includes two major cities—Victoria and Kowloon, which lies across the harbor on the tip of the Chinese mainland (*left*). The relationship is somewhat akin to that of San Francisco and Oakland, and there is a good deal of physical resemblance. Victoria in particular has San Francisco's high hills, spacious views and even its chilling fogs.

Although Hong Kong society can be as stuffy as any in the empire, the city owes its existence to the ruthless, freebooting opium trade of the

early 19th Century. In 1841 a British fleet sailed up the Yangtze and the Chinese emperor hastily ceded Hong Kong island to Queen Victoria. It was not much of a cession—a barren island inhabited by some 2,000 fishermen. When Victoria's long reign ended in 1901, Hong Kong had grown into one of the great trading ports of the world, with 300,000 residents and a developing aura of respectability. Today its total population numbers 1,700,000, and both the old traditions and Queen Victoria's statue (*above*) have survived the Japanese occupation. However modern Hong Kong's beach customs (*below*) probably would shock the good queen more than anything that ever happened in the opium war.



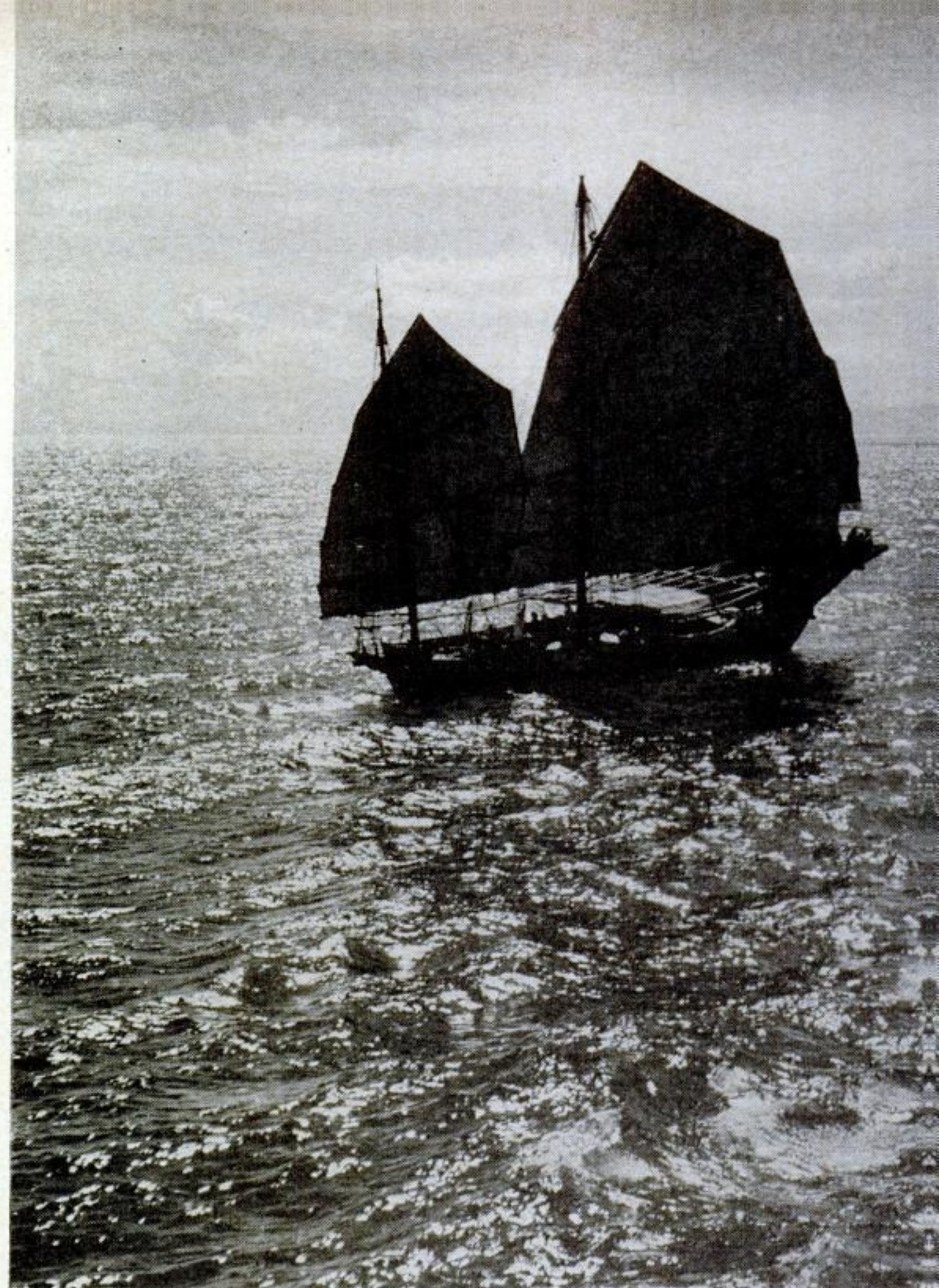
HONG KONG'S BEACHES are across the island from Victoria, on the shores of famed Repulse Bay.

Here young British mothers and children frolic in the semitropical sun under gaily waving pennants.

and Shanghai bank. Across water is flat peninsula city of Kowloon and rugged hills leased from China.



PATROLLING CHINESE GUNBOAT FIRES A HIGH WARNING SHOT



HALTED BY PATROL, FISHING JUNK AWAITS BOARDING PARTY

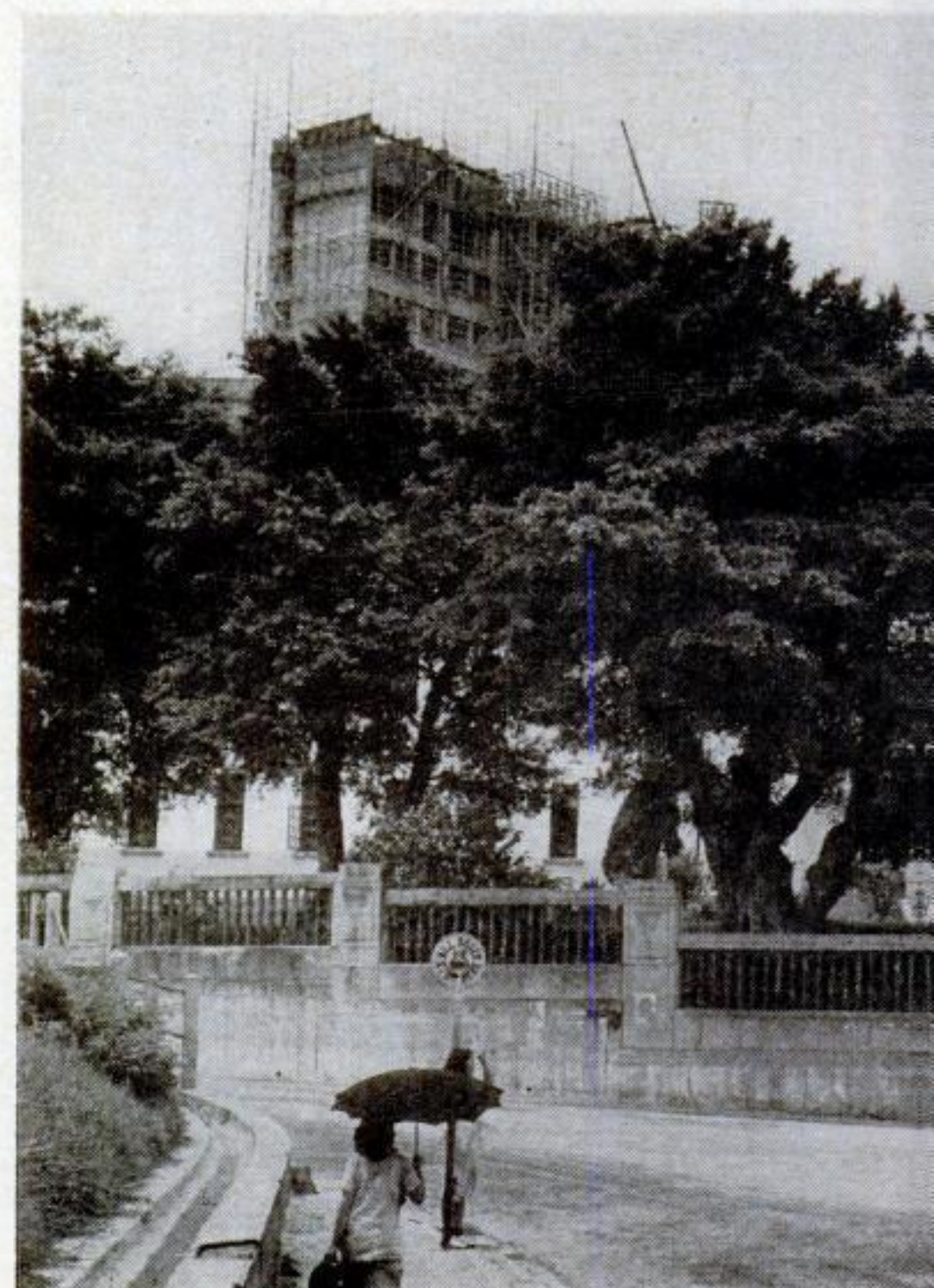
LEGAL AND ILLEGAL TRADE BOTH THRIVE IN THE PORT

The city of Hong Kong is the great middleman of the East. It lives by trade rather than by industry, and a regrettably large number of its citizens live by smuggling. The city is ideally situated for both legal and illegal commerce. Smugglers and pirates shuttle between Chinese and British waters and the nearby Portuguese colony of Macao, taking full advantage of the conflicting jurisdictions, despite intensive measures by Chinese



WATERFRONT COMMERCE centers in crowded area of Hong Kong's Connaught Road. Junks

and sampans as well as great ocean liners dock here, discharging cargo from all the corners of the globe.



CONSTRUCTION to meet housing shortage resulting from war is made possible by Hong Kong's



(ABOVE) FOR ROUTINE CUSTOMS SEARCH FOR CONTRABAND

customs and British patrols. They deal in small cargoes of great value—gold, narcotics and bootleg currency—and some of them still operate from Bias Bay, the historic headquarters of China Coast piracy.

But the crown colony is no pirate outpost, and its smugglers are only the romantic fringe of a great fabric of legitimate commerce. In the first postwar year there were 45,484 ship clearances through the port of Hong

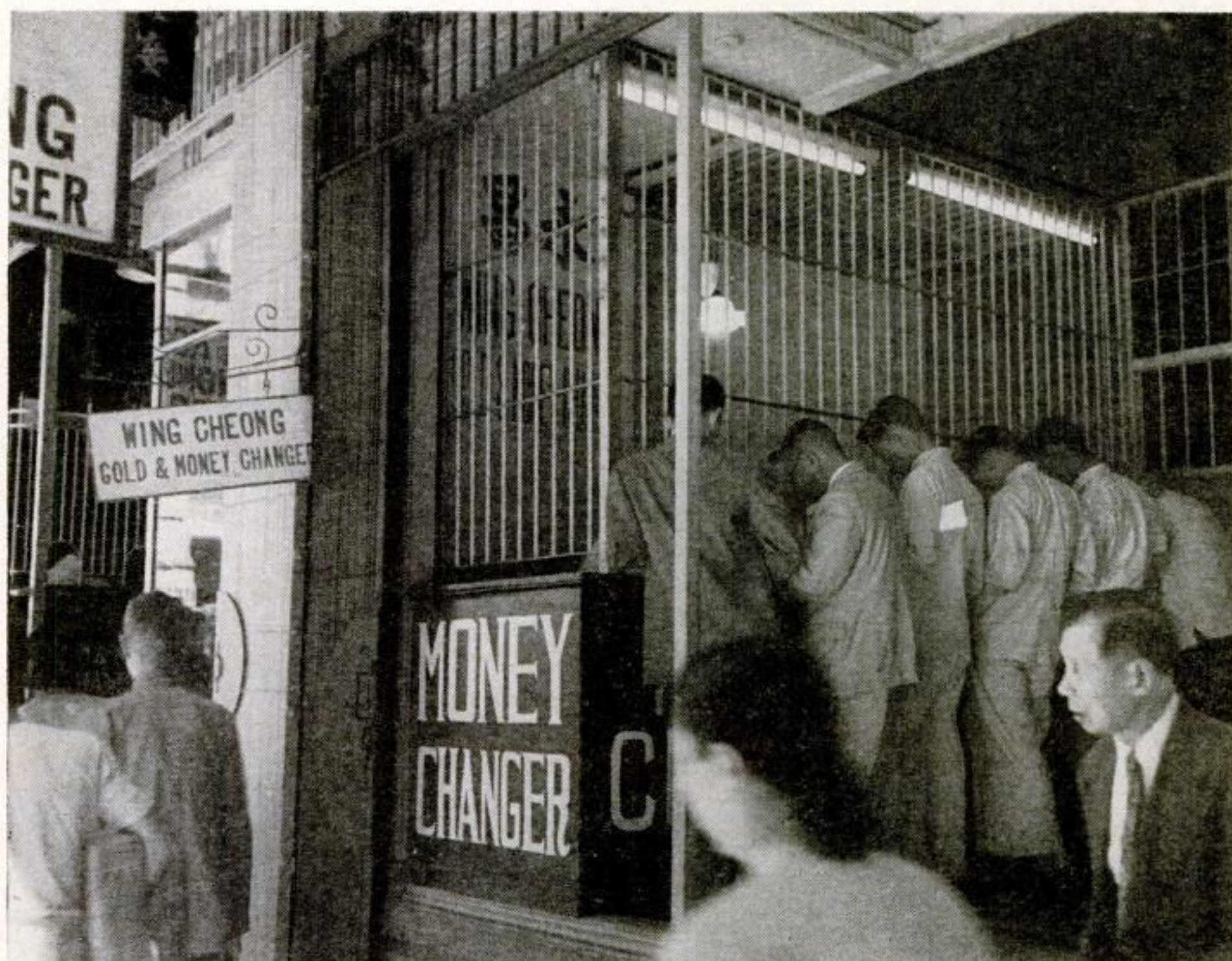


THE PIRATICAL-LOOKING JUNK CAPTAIN (CENTER) IS GRILLED

Kong. To the Chinese mainland, Hong Kong transships rice, sugar, flour, textiles, drugs, petroleum products, coal, iron, steel and machinery. Out of South China and through Hong Kong come tung oil, tea, silks, bristles, hides and leather. Of this vast flow of commerce Hong Kong intercepts a bare 10% to 15% for its own uses—but it collects a middleman's fee on all the rest and its big banks guard the profits of the entire Orient.



burgeoning commerce. Here two new apartment houses go up on hill near Happy Valley Race Course.



MONEY-CHANGERS thrive in Hong Kong. Although Hong Kong dollar is considerably less inflat-

ed than most, Banker Wing Cheong earned a \$2 million (U.S.) profit last year on currency fluctuations.



SENIOR CITIZEN of Hong Kong's Chinese is Sir Robert Ho Tung (with beard), shown with his son Ho, his daughter, daughter-in-law and a grandchild in

front of their Peak home. A great *taipan* (magnate), Sir Robert was only Chinese allowed to live on Peak before war. He was knighted by British in 1915.



REFUGEE EMPEROR Bao-Dai of Annam abdicated when Japs surrendered, left Viet Nam after revolt.



REFUGEE GANGSTER Tu Yueh-sen is called the "Al Capone of Shanghai," recently went back there.



TIES TO CHINA are emphasized by a huge parade celebrating the recent Chinese elections. Portrait on

CHINA GIVES CITY

Although Hong Kong is British-owned and British-governed, it is a Chinese city in terms of population and personality. Such venerable *taipans* as Sir Robert Ho Tung (left) have been major figures in Hong Kong life for years. In the last year numerous Chinese Communists and some Kuomintang dissidents have used Hong Kong's propaganda facilities to attack the Nanking government, following a pattern set decades ago by Dr. Sun Yat-sen.

The British are genuinely open-minded in regard to immigration, and they have allowed nearly one million mainland Chinese to enter



REFUGEE PLOTTERS Sa Kung-liao, Shen Chun-ju and Chang Po-chun (left to right) are members of



float is of Vice President Li Taung-Jen. Sign (upper left) advertises new movie, *The Lady from Shanghai*.

ITS PERSONALITY

Hong Kong since the end of the war. Most immigrants are wretchedly poor; some are Communists or Communist-liners; a few are gangsters like Shanghai's notorious Tu Yueh-sen (below, second from left). The flashiest refugee has been the erstwhile Annamite king, Bao Dai (lower left), who likes dogs and bright sport coats. While this high-level variety makes for a cosmopolitan atmosphere, it does not solve a problem the British eventually will have to face: what to do with the destitute and homeless who pour into Hong Kong's slum areas in the blind faith that anything is better than what they have.



China's Democratic League which was outlawed last year on the charge that it was a Communist front.



REFUGEE MARSHAL Li Chi-shen, leader of the Kuomintang Revolutionary Committee which opposes Chiang Kai-shek, sits in his Hong Kong home

under Chinese paintings. Marshal Li denies any Communist leanings but has endorsed a coalition government for China in which Reds would participate.



REFUGEE GENERAL Tsai Ting-kai commanded 19th Route Army but now opposes Chiang Kai-shek.

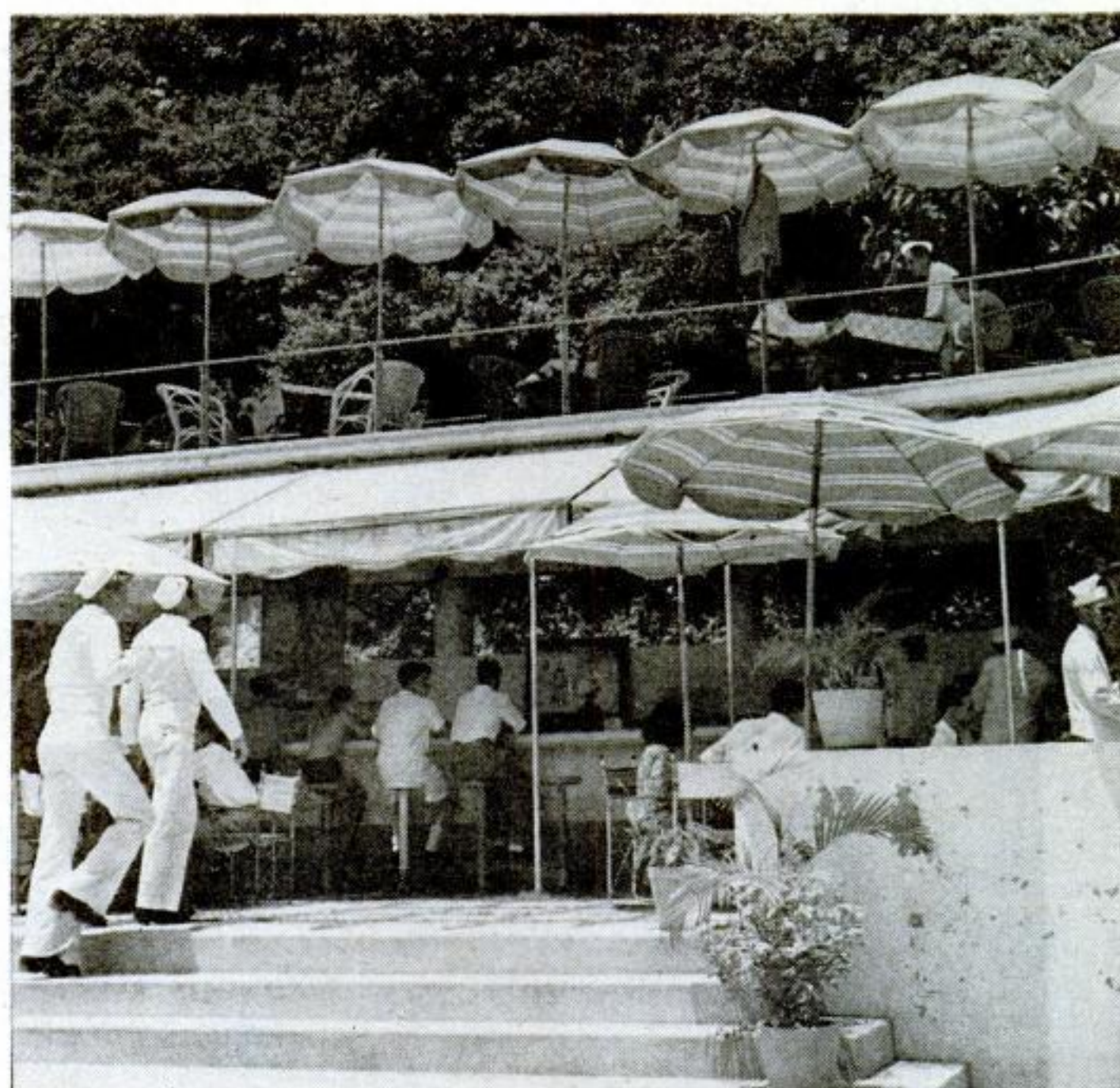


REFUGEE PROPAGANDA pours from hundreds of small presses. Printer is producing leftist pamphlet.



AT CRICKET CLUB a little Chinese boy looks on while members engage in friendly game of lawn tennis.

nis. Behind club on Hong Kong hills are some of British Colony's most luxurious homes and apartments.



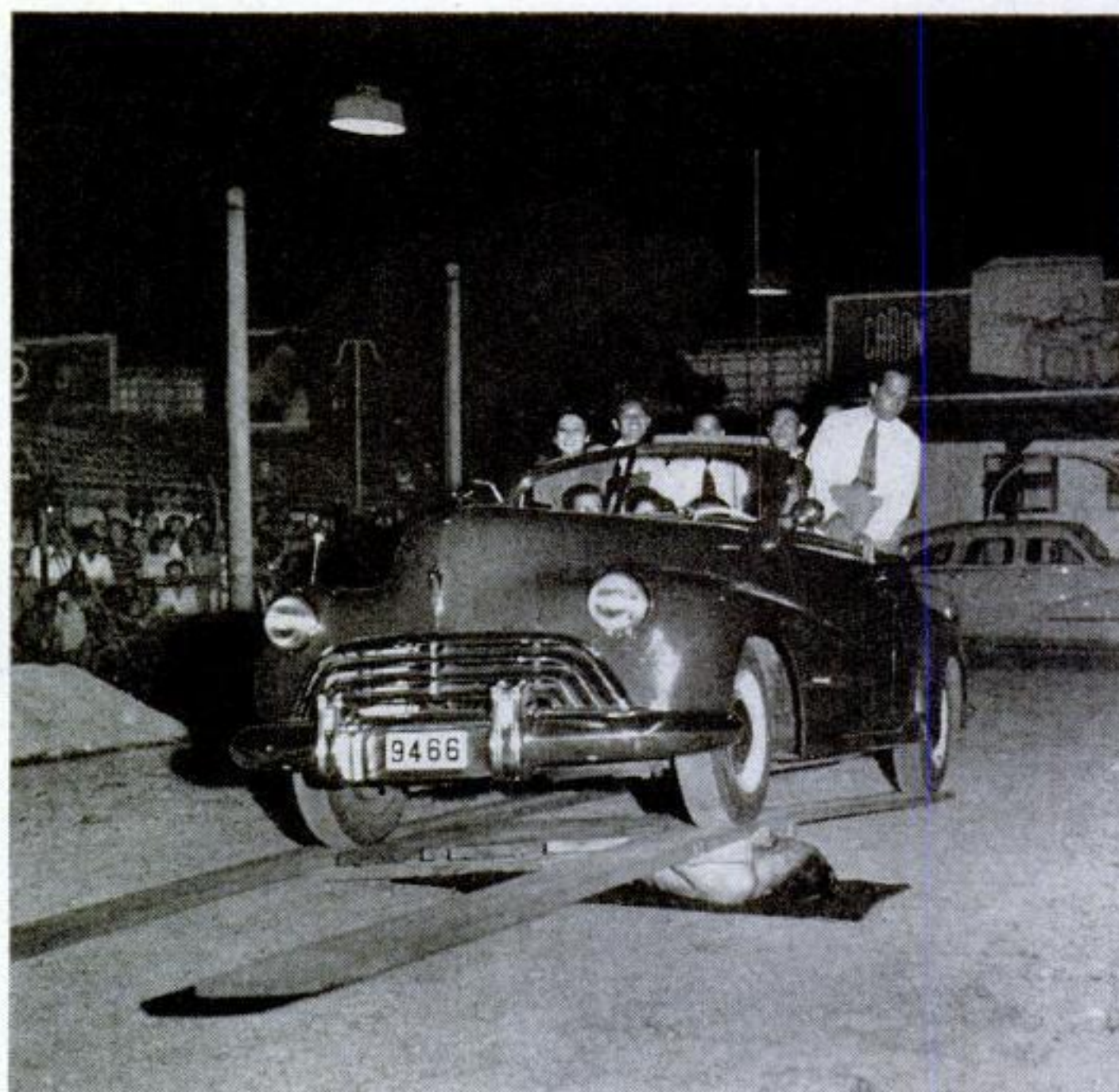
FANCY SODA FOUNTAIN called the Dairy Farm caters to British and American visitors at the exclusive Repulse Bay bathing beaches on the south shore.



NEWSPAPERS FEATURE BRITISH NEWS

BRITISH CUSTOMS STILL HOLD SWAY

The crown colony of Hong Kong is one of the few remaining places in the Orient where the old customs and traditions of British colonial life are still scrupulously observed. Although the city is crowded with refugees and is surrounded by misery and violence, the British carry on with perfect aplomb, governing well, working hard and playing gracefully. In the hot afternoons they sip gimlets in their cool clubs or play long and leisurely games of lawn tennis and cricket (*left*). In the evening they dress for dinner. Despite occasional halfhearted demands for return of the colony to China, the British believe they have a long future in Hong Kong. They feel that the troubled Far East needs such an oasis, and many Chinese agree with them.



NIGHTCLUB ACTS in Victoria run to extremes such as this exhibition, in which a strong man allows himself to be run over by automobile. Club seats 500.



ON HONG KONG'S EASTERN TIP LIE THE SOLDIERS, MOSTLY CANADIANS, WHO WERE KILLED IN WORLD WAR II





ROLL CALL PRECEDES THE DAY'S DUTY FOR POLICEMEN

A NIGHT ON THE BEAT

A New York cop on a tour of duty in tough East Harlem runs into everything from family arguments to a knife murder

by JOE MCCARTHY

PHOTOGRAPHS FOR LIFE BY ANTHONY LINCK

To get the story of a New York cop in his prowling car, Writer Joe McCarthy and Photographer Anthony Linck spent several evenings riding around with Patrolman James W. Murphy on his beat. One of them turned out to be a night of extraordinary violence.

It was precisely 4 o'clock in the afternoon. The door of the 23rd Precinct police station in New York City swung wide open and a double column of patrolmen, led by a sergeant, marched out and down the steps to the sidewalk of East 104th Street. As the column broke ranks one of the patrolmen, a 31-year-old former Army lieutenant named James W. Murphy, walked along the street to the corner of Lexington Avenue, where a dark green police radio car, No. 724, was parked. When they saw Murphy coming the two patrolmen in the car got out, leaving both doors open.

"Where's Fitz?" one of them asked.

"Right behind me," Murphy said. "Anything doing?"

"Not much. You start a forty-eight tonight?"

Murphy smiled and nodded. This was his sixth and last 4-to-midnight tour of duty. He was scheduled to take the next 48 hours off. Then he would work six days from midnight to 8 o'clock in the morning. After another 48-hour rest his hours would change again from the early morning to the daytime tour of 8 to 4. Murphy climbed in behind the wheel of the radio car and read a memo attached to the center of the dashboard which reminded the car to check during the night on a certain Third Avenue clothing store. Somebody had tipped the station house that burglars were planning to break into it soon.

Murphy's recorder, a patrolman named Peter Fitzpatrick who rides beside him in the radio car and takes care of the paper work, was standing on

the sidewalk comparing a list of stolen-automobile license numbers with those of another policeman.

"Don't go by his list," Murphy said to Fitzpatrick. "He can't even count above three."

"Go on, Murphy," the policeman said, shaking his nightstick at the radio car. "I will eradicate your thick Irish skull with this custom-made mahogany piano leg."

Fitzpatrick slid into the seat beside Murphy and hung the list of stolen-car numbers on the glove compartment. He is a 26-year-old veteran who served in the Philippines and Japan with the 1st Cavalry Division. Murphy and Fitzpatrick both represent the type of young veteran that seems to be replacing the traditional burly, middle-aged cop in the New York Police Department. Their waistlines are slim and their complexions a healthy pink rather than a purplish red.

Murphy turned the car into 104th Street and passed slowly under the elevated structure on Third Avenue. The territory covered by the 23rd Precinct of the New York Police Department is bounded on the north and south by 116th and 86th Streets, and on the west and east by Fifth Avenue and the East River. It includes some of the overcrowded slums of East Harlem. Unlike the rest of Harlem, which is almost solidly Negro, East Harlem is inhabited by a mixture of Puerto Ricans, Negroes, Italians, and hard-boiled Irish of the once-notorious Car Barn section of the upper 90s and quite a few Germans and Slavs. It is regarded as one of the toughest and one of the most violent precincts in the city, the kind of area where anything can happen when a crowd gathers. In 1947 Murphy made more arrests than any other patrolman in the 23rd Precinct. "I don't know how many for sure," he says. "About 25. Half of them were felonies." Such a record



MURPHY WAITS until ambulance arrives for woman in labor. A call for help was phoned in to the police.



MURPHY CHIDES boys for playing ball in the street. This occurs daily; boys generally resume game anyhow.



MURPHY WARNS Harlem resident not to repeat previous performance of "getting tough" with policeman.



MURPHY LISTENS to the neighbors' version while seated man tells Fitzpatrick how he tumbled downstairs.

THIS MURDER IN EAST HARLEM WAS THE CLIMAX



① VICTIM, still alive but bleeding profusely after being stabbed clear through the chest with a carving knife, is lifted into the patrol car by policemen and passer-by. He died on operating table.



② WITNESS, brother of alleged killer, is taken to the hospital by Murphy.



③ AT THE CAFE where stabbing took place Murphy copies license number.



④ AT THE HOSPITAL patrolmen remove dead man's clothes as evidence.



⑤ VICTIM'S EFFECTS are collected in pillowcase to be taken to station.



⑦ MURPHY TURNS IN HIS REPORT at the 23rd Precinct station. The dead man's wife has collapsed in a chair (right). Her evidence indicated that

OF MURPHY'S BIG NIGHT



SUSPECT, located by detectives within two hours of the stabbing, is guarded by Murphy. He is at present being held in jail, awaiting trial this month.



her husband had quarreled the night before with the accused, a bartender, over closing hours. Stabbing took place when he went back that evening to apologize.

CONTINUED ON NEXT PAGE

Why all the excitement about the new U. S. Royal Golf Ball?



BECAUSE: This year's U. S. Royal is an entirely new kind of golf ball—the first with a Silicone “Magic” Center—the liveliest ever—plus Electronic Winding—the last word in controlled tension.

ONLY THE NEW U. S. ROYAL HAS ALL THESE FEATURES



SILICONE “MAGIC” CENTER
Liveliest substance ever put in a golf ball.



ELECTRONIC WINDING
For uniformity, accuracy and controllability.



CADWELL-GEER COVER
Toughest cover of all.

We're just as excited about our new U.S. Royal as you golfers are. That Silicone “Magic” Center (a new development of U.S. Rubber using General Electric silicone) really makes a lot livelier ball. Electronic Winding gives it perfect tension and balance. Together they add to your long shots, give you a greater sense of control over every club in your bag. From the first sweet “click” to the last true putt, this ball *feels* right.

U. S. ROYAL Golf Balls

BLUE for championship and tournament play.

RED for greater durability—and distance too.

Sold only through
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U. S. True Blue and U. S. Three Star
at leading Sporting Goods Dealers



MADE BY

U.S. RUBBER
SERVING THROUGH SCIENCE

UNITED STATES
RUBBER COMPANY

MRS. PARADINE IS ON TRIAL FOR HER LIFE!

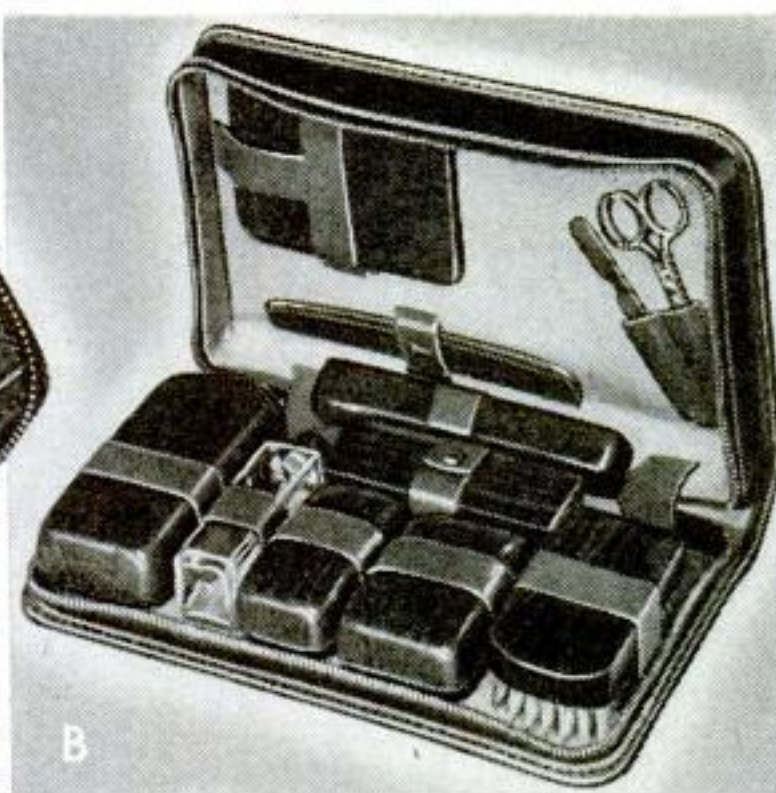


ANN TODD WANTS HER TO LIVE!

in DAVID O. SELZNICK'S production of ALFRED HITCHCOCK'S

THE PARADINE CASE

starring GREGORY PECK • ANN TODD • CHARLES LAUGHTON
CHARLES COBURN • ETHEL BARRYMORE • LOUIS JOURDAN • and VALLI



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Summer traveling suggests these friendly traveling companions in warm, lustrous leathers by Rumpp. Perfect as gifts... or for yourself.

A•WALLET — Removable, 8 window photo and identification case. Convenient change and ticket purse. About \$6.00*. Others with, without zippers.

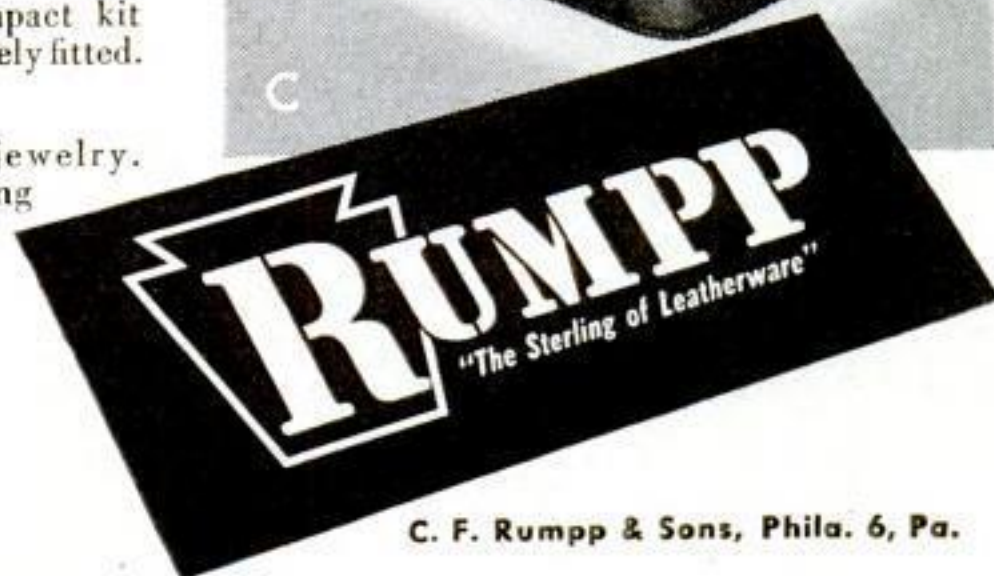
B•TOILET CASE — A neat, compact kit for every traveling need. Completely fitted. About \$16.00*. Also others.

C•STUD BOX — Safeguards jewelry. Richly lined with soft, protecting suede. About \$7.50. Also Jewel Cases for women.

Ask for other Rumpp products in leading stores. Look for the Rumpp trademark.

*Plus Federal Tax.

98 YEARS OF LEADERSHIP



C. F. Rumpp & Sons, Phila. 6, Pa.

A NIGHT ON THE BEAT CONTINUED

in such a precinct makes him one of the most efficient and courageous policemen in New York. It also won him an expensive pen and pencil set, awarded by Captain William McNamara, commanding officer of the precinct. Murphy is saving the set until his 7-month-old son Eugene is old enough to use it in high school.

Murphy and Fitzpatrick set out on their tour of duty, driving north on Third Avenue. As they turned into 106th Street they saw a small crowd gathering at the doorway of an apartment house. They found a man sitting on the stairs inside with a cut on his forehead. He was incoherent, possibly drunk, and apparently had fallen downstairs. They drove him to the emergency ward of the Flower and Fifth Avenue Hospitals and left him there.

After cruising on the crowded, noisy streets for a while, Murphy stopped at the corner of 106th Street and Madison, got out and walked to the police box there and called the station house. The Police Department maintains two-way radios in the patrol cars assigned to the Bronx and Queens and Brooklyn, but patrol cars assigned to Manhattan Island have only one-way radios at present and radio-car men there must telephone their station house once every hour to get assignments of a routine nature. If an emergency arises, of course, all the cars in the precinct are ordered by radio to drive to the scene of the trouble immediately. While Murphy telephoned the station house, Fitzpatrick sat in the car and listened to a West Side precinct summoning its cars to an apartment house where a man was perched on a ledge outside a sixth-floor window, getting ready to commit suicide.

Murphy came back to the car and started the motor, giving Fitzpatrick an address on East 89th Street. "Family trouble," he added.

Arriving at the house, a dirty tenement next to a candy-and-variety store, both patrolmen stepped out of the car, carrying their nightsticks. Murphy located the door he was looking for on the fourth floor and knocked on it. A voice inside said, "Come in." He and Fitzpatrick pushed the door open and found themselves standing in a narrow, disorderly kitchen. Facing them were four little girls, who looked as though their faces had not been washed in a week. A woman in her 30s, wearing a stained black dress, and a man in a sleeveless undershirt were sitting at the table, sharing a large bottle of beer. Neither of them bothered to stand up.

"You having trouble here?" Murphy asked.

The woman tried to act surprised. "Trouble?" she said. "We're not having trouble here. Who the hell called you, anyway?" She was holding a cigaret between her lips and it waggled when she talked.

One of the children, a pale little girl not more than 4 years old, looked up at Murphy anxiously and tried to smile at him. "Nobody's fightin' here, mister," she said.

The woman stared at Murphy and then at Fitzpatrick. "I got a right to know who called the police," she said.

The man waved his hand at her. "Aw, shut up and stop picking



CALLING IN to the station for orders will continue to be part of Murphy's job until his car is equipped with a two-way radio in the next few months.

on them," he said. "It's not their fault. They got their job to do and they have to do it."

"Job to do, hell," the woman said. "I have these four children of mine to take care of and I have my rights."

The man turned away from the woman and looked at the policemen. "Listen, Jack," he said. "We did have some trouble here a little while ago. But it's all over now. Everything's settled. Okay?"

"Okay," Murphy said. "But see that it doesn't start again. If we have to come back here again tonight, the two of you will have some real trouble."

As Murphy and Fitzpatrick turned to go out the door, the little girl called to them in her high, thin voice. "Goodby, mister!"

"About time we looked at our own sector," Murphy said.

Murphy and Fitzpatrick usually cover the 20 blocks between 96th and 106th Streets and Park and Fifth Avenues. This is a rather small sector for a radio car, but it includes a section of upper Madison Avenue that is the Gay White Way of Puerto Rican Harlem, a bad district for street fights. The sector also includes 103rd Street between Park and Madison Avenues, a block that sociologists and newspaper feature writers have described as one of the most deplorable and the most terrifying slum districts in the five boroughs of New York.

Swinging up Madison Avenue, Murphy stopped for a red light at 104th Street and noticed a huge Puerto Rican standing in a group of men near the Third Army Veteran Pool Parlor. The Puerto Rican must have weighed 300 pounds and he was more than 6 feet tall. Murphy beckoned to him.

The huge man pointed his finger at his enormous chest.

"Me?" he said.

Murphy nodded. The man lumbered over to the car and leaned on the top of the roof.

"I heard you tried to give a cop a hard time here last night," Murphy said.

The huge man became embarrassed. "I'm sorry, Murphy," he said. "You know how I am sometimes when I'm drinking. It won't happen again."

"It better not happen again," Murphy said. "You were lucky last night. Next time it happens you're liable to get put in the cooler."

THEY CONFISCATE A BROOMSTICK

The light changed and Murphy turned into 104th Street, finding himself in the middle of an exciting street game of stick ball, a variation of baseball that city boys play, usually with a broom handle instead of a bat. He stopped the car and held his hand out. The boy with the broomstick smiled sheepishly, walked over to Murphy and put the stick in his hand. Murphy dropped it behind the seat of the car and drove away. It was a daily ritual, performed without words. The boys know they aren't supposed to play in the streets.

"As soon as we get off the street," Fitzpatrick said, "they'll go into a doorway and get another stick and start the game again."

At a drugstore on Second Avenue, Fitzpatrick got out of the car to telephone the station again. While Murphy was waiting, a boy on a motorcycle stopped beside him. He was a good-looking boy, about 19, with a blond crew cut.

"I'd like to get some information from you," he said.

Murphy said, "Sure. What is it?"

The boy spoke casually and calmly, as though he were asking for directions to Lexington Avenue. "What can they do to me if I beat the hell out of my father?"

Murphy reached for the key on the dashboard, shut off the motor and pulled up the emergency brake.

"I come home from work a few minutes ago," the boy said, "and I find my mother lying on the bed, crying. She is all beaten up. My father did it this afternoon. I'm out looking for him and I swear to God, if I find him I think I'll kill him."

"Was your father drinking?" Murphy asked.

"No, he doesn't drink. He's a horse player. You know? Never works. Spends all his time betting on the horses. We never see him much. He just comes around once in a while. He never gives my mother any money. She has a young kid, a baby 2 years old. Today he was in the house and my mother took \$10 out of his pocket to buy the baby some shoes. He found out about it and he beat my mother up."

Fitzpatrick had come out of the drugstore and he was standing beside the boy, listening.

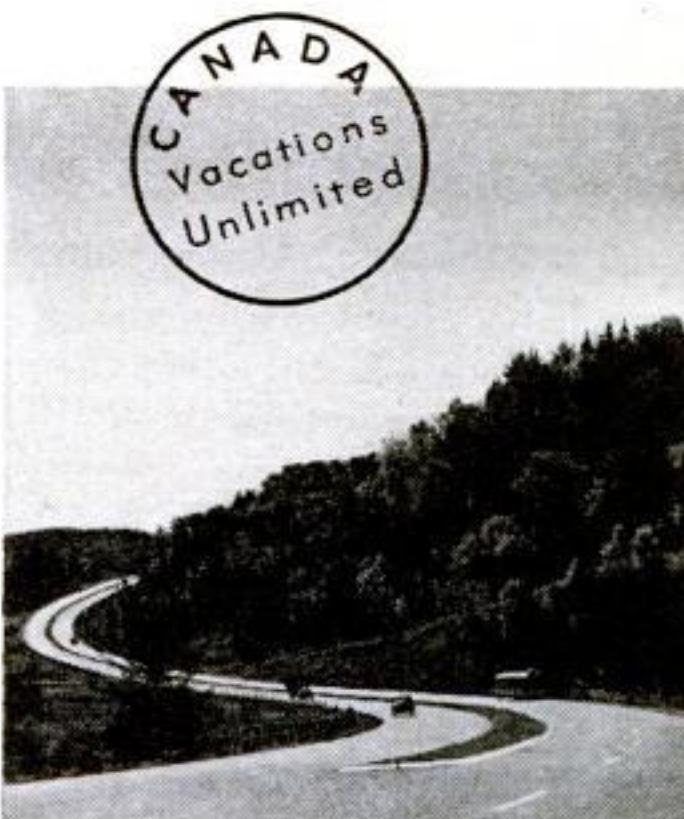
"Where does your mother live?" Murphy asked. The boy gave him the address and the apartment number.

"We'll go there right now and tell your mother what to do,"

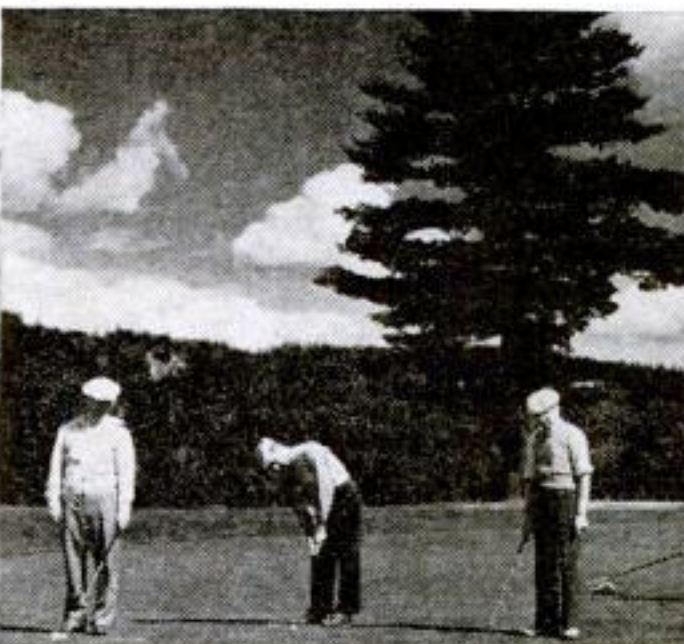
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NIGHT ON THE BEAT CONTINUED



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Murphy said. "Now, listen. You stay out of this. If you beat up your father, it won't do any good and it will only get you into trouble. Your mother's got enough trouble now. If she has to go and get you out of jail, it will only make it tougher on her. See?"

The boy nodded. "I guess you're right," he said.

"The thing to do is to get your mother to go down to the Domestic Relations Court on 22nd Street tomorrow. She can tell her story to the judge and he'll fix it so your old man will have to pay her so much a week for the baby or go to jail. We'll tell your mother what to do. And if your father comes back tonight or if you have any more trouble with him, don't you try to handle it. Call us."

"Okay," the boy said. "Are you going to my house now?"

"Jim," Fitzpatrick said. "When I called in just now, they gave me a maternity case at First Avenue and 102nd Street."

"We got another call to make first," Murphy told the boy. "But we'll be there in a half hour or so."

The maternity case was not urgent. The woman was having her pains every 10 minutes. Murphy and Fitzpatrick stayed with her until the ambulance arrived, and then drove to the boy's apartment. Fitzpatrick went upstairs and talked with the mother. When he returned to the car he said to Murphy, "How about some food?"

"You eat first," Murphy said. "Want to try that joint on Madison?"

Radio-car patrolmen do not eat together. One of them stays in the car to listen for alarms. While Fitzpatrick was eating a sandwich in a restaurant on Madison Avenue, Murphy sat outside watching the street crowds. It was a warm evening and Madison Avenue was noisy with the cries of children, the talk on the corners and the blare of jazz music from the juke boxes in the bars. A detective from the Narcotics Squad saw Murphy and parked his green sedan in front of the radio car. He had been in the same class with Murphy at the Police Academy when they were rookies. He came over and talked with Murphy.

"THIS LITTLE SHRIMP MURPHY"

A plump, gray-haired woman named Rosy, who is the proprietor of the Sunlight Restaurant, was sitting on a chair on the sidewalk outside of her establishment, directly across the avenue from where the radio car was parked. She winked at Murphy and then called to him, "How's it by you?" Murphy made a circle with his thumb and index finger and held it up to her and nodded. Rosy stood up and walked across the street.

"You a cop, too?" she asked the detective.

"Sometimes I wonder," he said.

"Well, I don't care who you are but I want to tell you something," Rosy said. "You could be Police Commissioner Wallander himself for all I know but I still want to tell you something. This little shrimp Murphy here, he's the guy we like to see around here at 2, 3 o'clock in the morning when the rough stuff begins to start in the gin mills. I tell everybody this. I even told the captain himself the other day. Captain, I said, give us 70 others like this Murphy and we won't have no trouble in East Harlem."

Murphy grinned at the detective. "This endorsement is entirely unsolicited," he said.

"Let me tell you something," Rosy said. "One night up the street there at that dance hall, I seen him stand off a hundred of them. He was all alone, too. I was sure they were going to kill him. Remember that night, Murphy?"

The radio interrupted them. "Car Seven Two Four call the 23rd Precinct," it said. "Car Seven Two Four call the Two Three Precinct."

"That's us," Murphy said. The detective said he had to be going anyway. Rosy returned to her bar and grill and Murphy went into the restaurant to telephone the station house. He came out of the phone booth after talking to the desk sergeant, walked to the counter where Fitzpatrick pushed the remains of his sandwich into his mouth, drained his glass of milk and followed Murphy to the car.

They both jumped out of the car when they reached the address on 98th Street. The apartment was on the sixth floor. "My sandwich," Fitzpatrick muttered, holding his stomach as they ran up the steep stairs. A woman opened the door. It was getting dark outside and they noticed that the apartment was lighted by candles.

"Did somebody here call the police?" Murphy asked.

"I did," the woman said. "The fuse blew out and I haven't a light in the house. I talked to the superintendent and asked him to put in another fuse for me and he refused to do it."

"I'm a housewife..."



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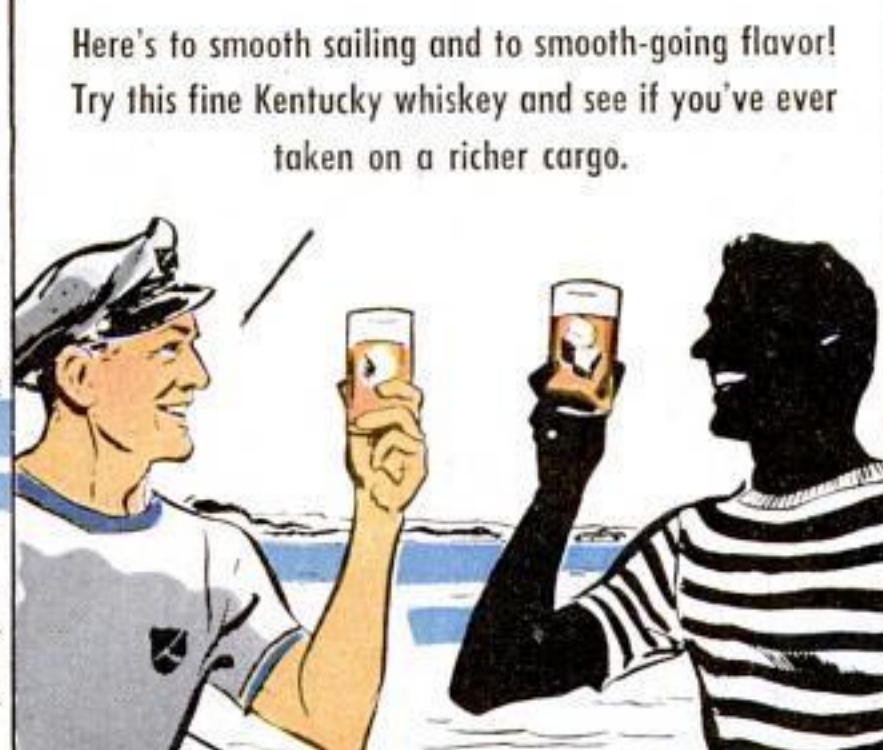
Come over on the
Sunny Brook
side!



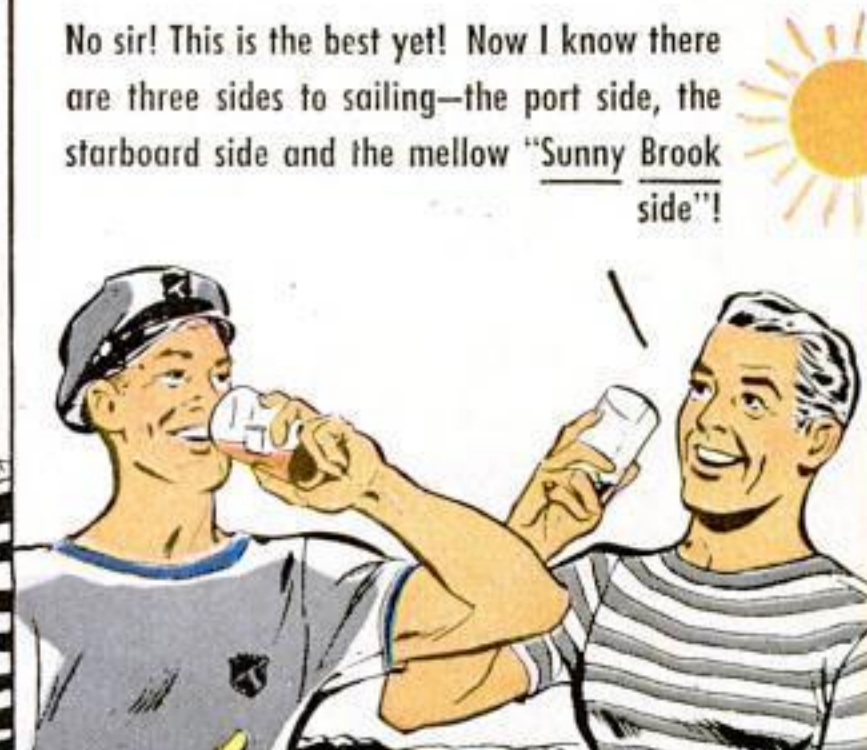
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NIGHT ON THE BEAT CONTINUED

The policemen stared at her and then looked at each other. She held out a new fuse to them.

"Will you change the fuse for me? The box is down in the cellar. My little girl will show you."

Fitzpatrick took the fuse in disgust and went down the stairs with the girl. Murphy looked at the woman again, started to say something and then changed his mind and walked away. When Fitzpatrick joined him in the car a few minutes later, Murphy shook his head sadly. As they headed west the radio informed them of a fire alarm at 106th Street and Park Avenue. Murphy stepped on the gas and went through two red lights while Fitzpatrick sounded the siren. When they reached the fire-alarm box they parked the radio car quickly and went into the routine that they always follow at a fire: Murphy jumped into the street and began to direct traffic while Fitzpatrick sought out the occupant of the burning property and the fire department-battalion chief to gather material for a police report on the fire. In this case it was a false alarm and they were able to leave immediately.

They drove to the corner of 106th Street and Madison Avenue, where Fitzpatrick called the station house from a police box. Murphy went across the street for something to eat. As Fitzpatrick was getting into the car to listen to the radio, a taxicab stopped beside him.

"Two cops up on the avenue in trouble," the cab driver shouted. "Hundred and Eighth Street. Right at that carnival."

Fitzpatrick ran across Madison Avenue and into the restaurant where Murphy was sitting. They ran back to the car, dodging through traffic, and jumped in. Before Fitzpatrick had his door closed the car was turning north into Madison and picking up speed.

"Don't touch the siren, Pete," he said. "It'll draw a crowd and get everybody excited."

They saw the bright lights and the Ferris wheel of the carnival on the vacant lot at the corner of 108th Street and then an increasing mob of people milling around a police car. Murphy drove straight at the crowd toward the other police car, the people scrambling to make room for him. George Colligan and Abe Prince, the two radio-car patrolmen who covered the Madison Avenue sector north of that of Murphy and Fitzpatrick, were in the middle of the crowd. Colligan was kneeling beside a man who was stretched on the ground, writhing with pain. Prince was holding a small Puerto Rican who was protesting wildly in Spanish.

"What happened?" Murphy shouted.

"THIS GUY DID IT"

Colligan pointed at the man on the ground. He was covered with blood. His face was slashed from the left ear to the corner of his mouth. The flesh on his cheek had been sliced through and his back teeth could be seen through the wound. He was stabbed in the chest and in the left side and the left arm and there was one deep gash on his left leg that started below the knee and continued all the way down to the outside of his foot. The knife had even cut through the leather of his shoe.

"This guy did it," Colligan yelled, pointing at the mild looking, frightened Puerto Rican who was being held by Prince.

Even though Murphy was standing next to him, Colligan had to shout at the top of his lungs to make himself heard above the crowd, which was getting bigger, noisier and more excited by the minute. As often happens in Harlem, a lot of people in the crowd, seeing a wounded man lying at the feet of a uniformed policeman, decided that the police had inflicted the injuries. Some of them were beginning to say so.

"Try to get them out of here," Murphy shouted into Colligan's ear. "We'll cover you and break up the mob."

After what seemed like hours to the policemen, Murphy and Fitzpatrick succeeded in dispersing and moving the crowd enough to let Colligan and Prince get the victim into a passing automobile and the prisoner into their radio car. The carnival music kept up a lively accompaniment in the background.

Later, driving east on 108th Street, Murphy stopped for a red light at Madison Avenue. It was a few minutes before 10 o'clock and the crowds on the streets were still heavy. The traffic light changed to green. Just as Murphy started to release the clutch, he saw a man running through the crowd toward the police car. He was a tall, good-looking, young Puerto Rican. He ran to the door on Murphy's side of the car and clutched the door handle, trying to open it. His other hand was holding his chest and the front of his shirt was stained with blood.

"I'm stabbed," he gasped. "Get me to a hospital."

CONTINUED ON NEXT PAGE

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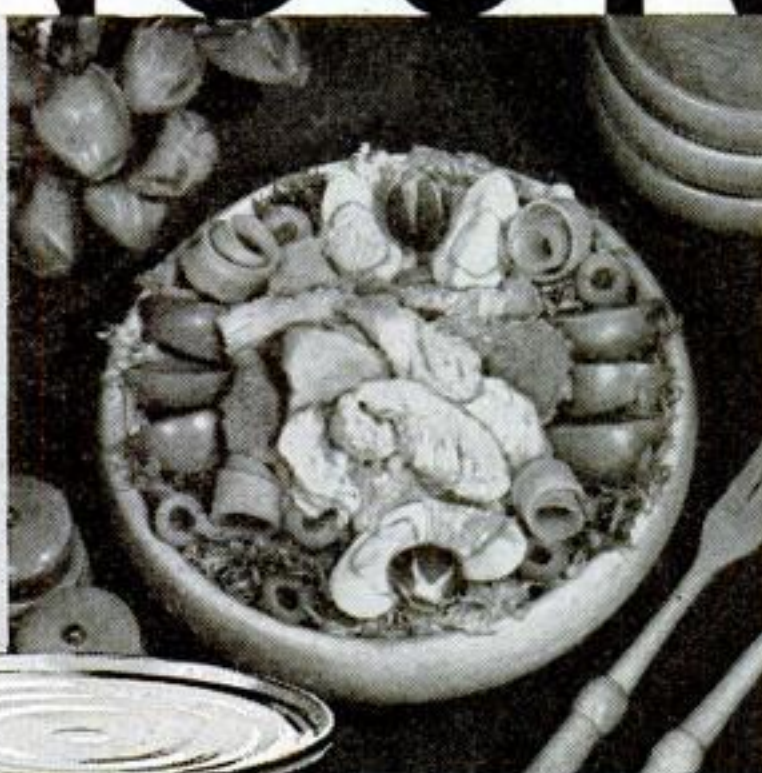
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MURPHY DRAWS HIS GUN when he checks on burglary reports in deserted buildings. In addition to pistols, radio-car patrolmen keep billies handy.

NIGHT ON THE BEAT CONTINUED

Murphy shouted at him. "You can't get in this side! Go around the car and get in the other door!"

The young man's head slumped to his chest. "I can't . . . make it," he said. He fell slowly to the street, still holding the door handle.

Murphy pulled the hand away from the handle, opened the door and got out. He grasped the man under the arms and started to drag him around behind the car. Fitzpatrick was trying to push back the excited crowd. A slim, dark-haired girl in a gray and red coat threw herself at the man hysterically. Somebody reached for her and pulled her back. "I'm his wife!" she screamed. "I'm his wife!" Murphy managed somehow to get the man to Fitzpatrick's side of the car and they both lifted him into the seat. The girl tried to get into the car, but Fitzpatrick dragged her out and slammed the door. Murphy threw himself behind the wheel and drove the car out into Madison Avenue and turned right in the direction of the Flower and the Fifth Avenue Hospitals' emergency entrance on East 106th Street. Fitzpatrick followed in a commandeered civilian car.

At the hospital Murphy and Fitzpatrick carried the man to the emergency operating table. The nurse in charge had just helped to remove from the same table the man who had been stabbed at the carnival.

"What's this?" she asked Murphy.

"Another stabbing," he said.

"My God," the nurse said. "What are they doing out there tonight?"

She picked up a can of blood plasma and began to open it. Then she paused and reached for a second can of plasma and handed it to Murphy. "Here," she said. "You can be working on this one." The blood plasma can opened like a can of coffee, with a key that would back a strip of metal around its top. As the nurse twisted the key, she walked to the table and bent over the man, looking at his face. She turned to Murphy. "Never mind that can," she said. "He's gone."

Fitzpatrick came into the room.

"The wife is outside, Jim," he said. "Maybe you can get something out of her."

The same girl who had tried to get into the radio car was sitting quietly on a bench outside the door of the emergency ward. Murphy crouched down in front of her with a pad of paper on his knee and a pen in his hand.

"How is he?" she asked.

CONTINUED ON PAGE 120

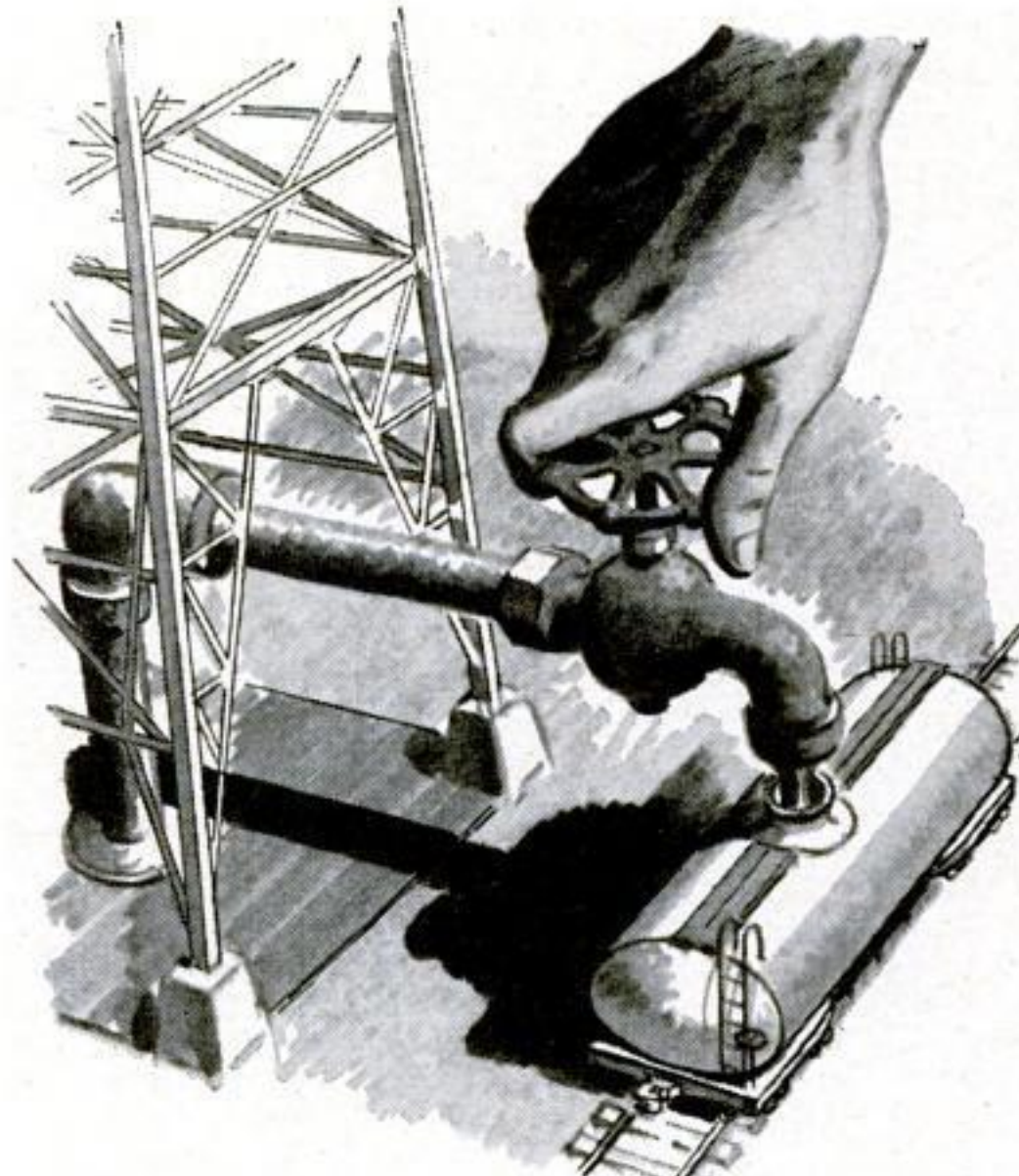
Is America running out of oil?



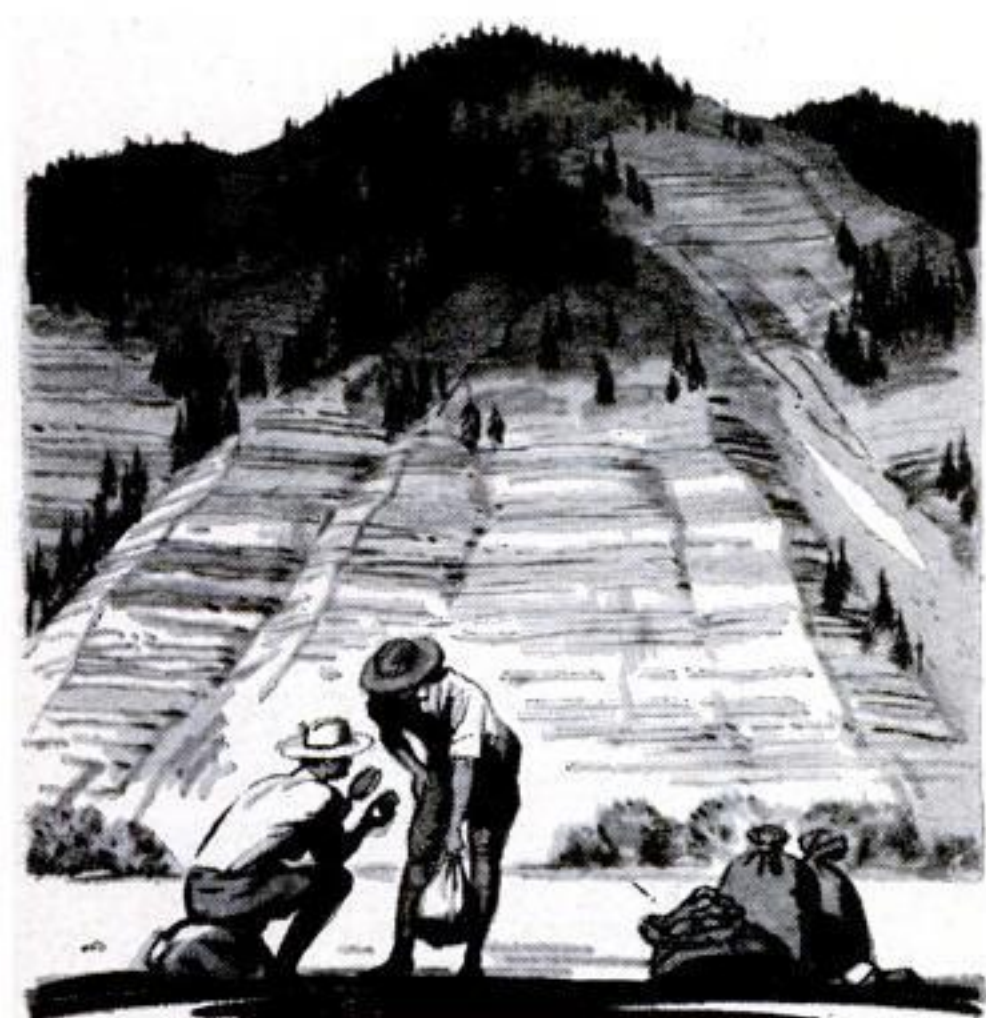
1. The proved, underground crude oil reserves in the United States—economically recoverable at today's costs and prices—total approximately 26 billion barrels. At the present time we are using up those reserves at the rate of almost 2 billion barrels per year. Two goes into 26 thirteen times. So, at first glance, you'd be inclined to predict that America will be out of oil in 13 years.



2. But you can't divide today's annual consumption into total reserves and come up with a figure that means anything. To begin with, oil fields don't act that way. Even if we discovered *no new reserves*, our present fields would still be producing *some oil* 100 years from now. Production would *taper off* each year until it got far below our present requirements.



3. But you simply can't draw crude oil out of the ground at a fixed rate as you'd empty a water tank. In the second place, we are continually discovering *new* crude reserves. With the exception of '45 and '46 we've discovered *more new oil every year* than we've *used up*. So our known reserves have kept increasing. But admittedly this can't go on forever. Sometime the law of diminishing returns will catch up with us. What then?



4. There are several alternatives. Every company has its favorite project. But one that interests us particularly at Union Oil Company is *oil shale*. In the Green River Basin of Colorado and Wyoming there are deposits of oil shale that contain an estimated 200 billion barrels* of recoverable shale oil, enough to supply the entire needs of the country—at our present rate of consumption—for 100 years! Some of these deposits belong to Union Oil Company.

*U. S. Bureau of Mines Estimate.



5. Until recently, no one had succeeded in developing a process for extracting this shale oil on a commercial basis. But for the last 23 years Union Oil scientists have been working on the problem. They haven't achieved complete success yet. Shale oil will cost more than the present price of natural petroleum. But if the need arises it *will be available* in quantities that will make our present reserves look small indeed.



6. Furthermore, our shale oil project is only one of such projects. Similar ones are going on all over the country in the laboratories and oil fields of the 13,875 individual companies that produce and refine oil for the American people. The search for new oil sources is a ceaseless one because we're all in *competition*. We all have the *incentive* to find those sources *first*. That's why you can flatly guarantee that as long as this country retains a free competitive economy adequate oil supplies *will continue to be found*...probably for hundreds of years to come.

UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

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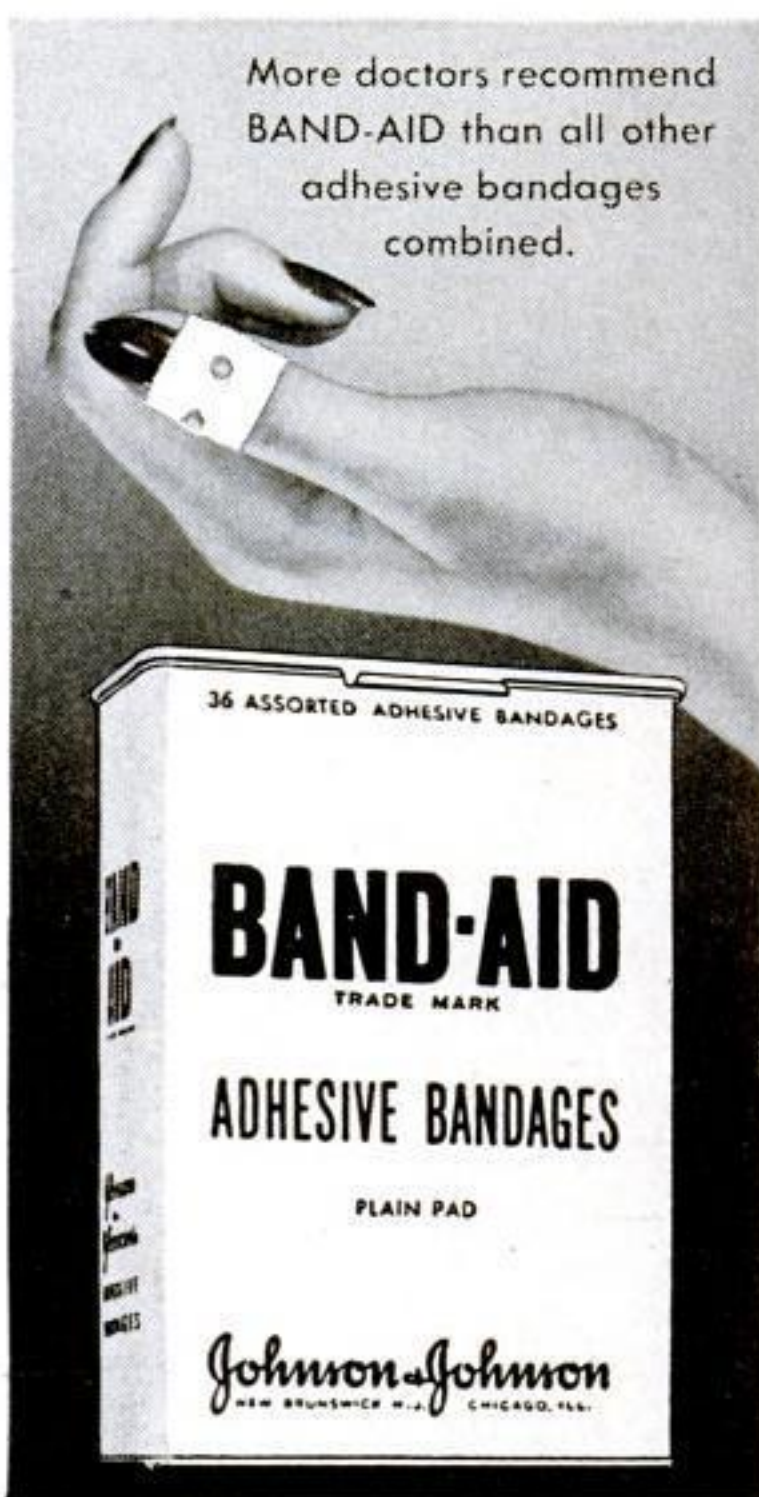
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NIGHT ON THE BEAT CONTINUED

"They're taking care of him," Murphy said. "Are you his wife?"

"I am his common-law wife."

"Did you see this happen? Do you know the man who did it?"

"Yes," the girl said. "I was there. I saw it. Do you know a man they call Dizzy Dean? That is not his real name but they call him that. The man who did it was not Dizzy Dean but it was Dizzy Dean's brother. It was the brother of the man they call Dizzy Dean."

"Where did it happen?"

"A place called El Nuevo Caribe. Dizzy Dean, he is the manager of that place and his brother, he works at the bar there."

Murphy looked at Fitzpatrick. "I know that joint, Pete," he said. "It's on Madison Avenue. I think I know this Dizzy Dean guy, too."

"Well," Fitzpatrick said. "What do you say?"

"One of us has got to stay here," Murphy said.

Fitzpatrick glanced at the girl on the bench and lowered his voice. "You know he's D.O.A.?" he said, using the police abbreviation for "dead on arrival."

"I know," Murphy said. "But one of us has to stay here until the detectives come. You stay here. I'll go up there and see what I can find."

"Okay," Fitzpatrick said. "But be careful."

Murphy found the inside of the radio car splashed with blood. He took a newspaper from behind the seat and spread it on the seat. As he started the motor he heard a woman scream in the emergency ward. "They must have told her," he said to himself.

The bar and grill called El Nuevo Caribe is a small place at 1680 Madison Avenue. Murphy drove past it, looking it over; he made a U-turn, came back and parked the radio car. As he was getting out the patrolman on the beat, Frank Whitney, walked up to him, twirling his nightstick. Murphy was glad to see him.

"What's doing, Murph?" Whitney said.

"Better come in with me, Frank," Murphy said.

The narrow saloon was half filled with people. Murphy looked them over, then went up to a short, dark man behind the bar.

"Your name Dizzy?" he asked the man.

"That's right," the man said.

Murphy motioned to him to go back to the rear of the bar, away from the customers. "I understand your brother had a fight with somebody here tonight," he said to Dizzy.

"That's right. Not here. Outside."

"And I understand there was a knife in it. Did you see it?"

"Yes, I saw it," Dizzy said. "I saw the fight but not very well. I saw them fight and I saw the other fellow run away."

"Where's your brother?"

"I do not know. He run away, too, after the fight."

Murphy considered the situation for a moment. "You're coming with me," he told Dizzy.

Dizzy was astonished. "But I did nothing. It was my brother. I have customers here that I must serve."

"We'll get rid of the customers and lock the place up," Murphy said. He turned to the people at the bar. "All right," he announced, "everybody out."

MURPHY BRINGS IN A MATERIAL WITNESS

The people started to move out the door. "No," Dizzy said, "we do not need to close yet. I will go with you but my other bartender, he will take care of the customers. Will that be okay?"

"As long as you come with me," Murphy said, "I don't care who takes care of the customers. Come on."

Two detectives from the 23rd Squad were talking to Fitzpatrick about the killing when Murphy returned to the hospital. He handed Dizzy over to them. "I got you a material witness," Murphy said.

"The brother of the guy who did it. He saw it."

"Good enough," said one of the detectives. "We're finished here. We'll take him to the house. You bring the wife in your car."

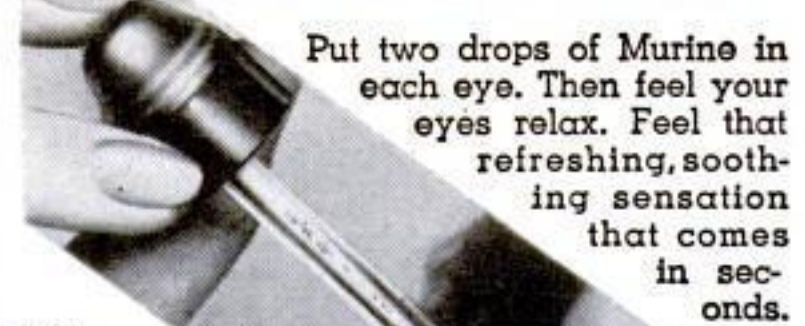
"She's not his legal wife," Murphy said. "She's his common-law wife."

"What?" the detective said. "Oh. Well, bring her along anyway."

The girl was still in the corridor outside the emergency ward, talking quietly with an older Puerto Rican woman whom she introduced to Murphy as her sister-in-law. Murphy explained that he would have to drive her to the police station house for questioning and told the sister-in-law how she could follow them there by bus or taxi. Murphy and Fitzpatrick walked outside to the police car with the girl. As the girl was getting into the car she picked up the sheet of newspaper that was still on the seat. She started to throw the newspaper away and then saw a red smear of her lover's blood on it. She held the newspaper in her hand for a moment, staring at

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CONTINUED ON PAGE 123

Ancient Age... The Welcome Whiskey

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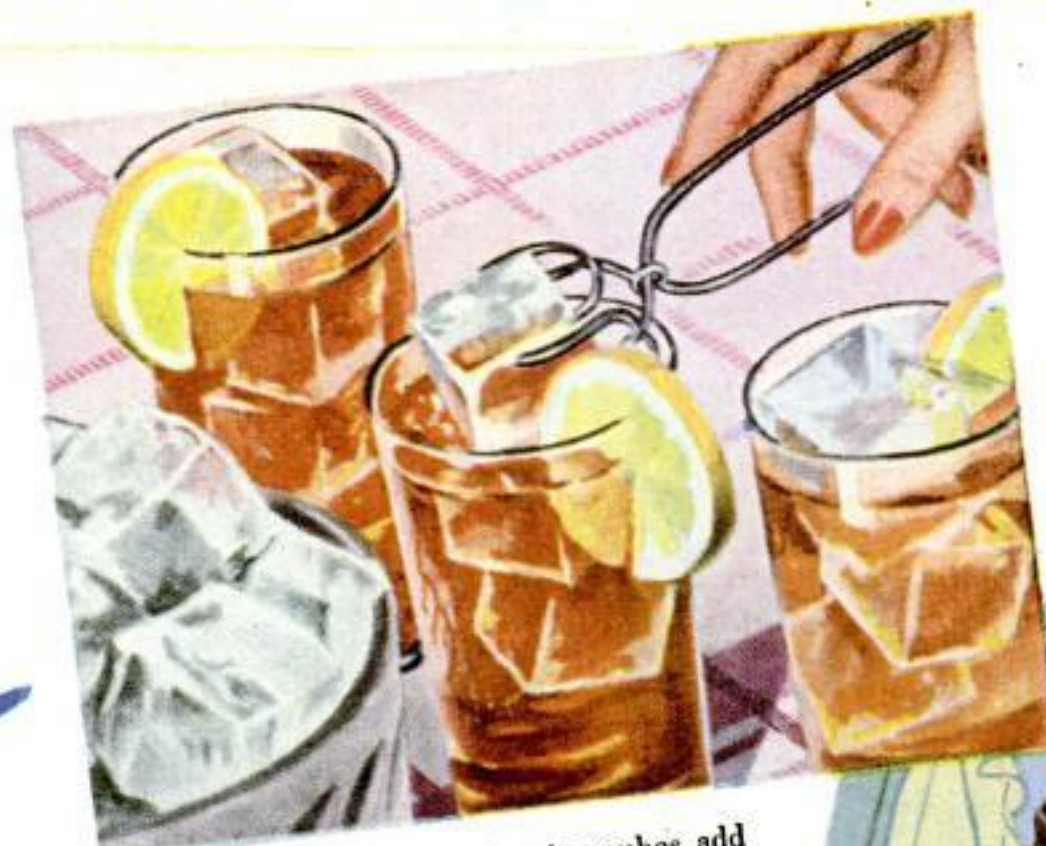
Every drop Straight Kentucky Bourbon



You and your guests alike will welcome the rich, mellow flavor of this superb straight Kentucky bourbon...now available in limited quantities from Schenley, the House of Aged Whiskies. For Ancient Age...the welcome whiskey...genially reflects the sincerity of your hospitality...recalls gracious living in more leisurely days. Ancient Age is all whiskey...every drop straight Kentucky bourbon...every drop evenly matured. This whiskey is 5 years old, 86 proof. Schenley Distilleries, Inc., Louisville, Kentucky. Look for... **AA** ask for "Double A"  A Schenley Mark of Merit Whiskey

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Smart Housewives



Pure, crystal-clear, taste-free ice cubes add sparkle to any beverage. By the bag or carton. Order from your local Ice Company.

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NIGHT ON THE BEAT CONTINUED

the bloodstain. Then she dropped the newspaper on the ground and stepped into the car.

Murphy and Fitzpatrick said nothing on the way to the station house. After a while the girl, sitting between them, shook her head slowly and sighed. "I should be crying," she said. "I do not know why it is that I am not crying, but I cannot cry. I cannot realize yet that it happened. Oh, I do not know what I can say to his father. What am I going to say to his father?"

At the station house Murphy brought the girl up to the detective headquarters on the second floor and then went downstairs to the lieutenant who was on duty at the desk. The lieutenant listened to his description of what had happened.

"Did you get the number of the liquor license at the gin mill?" the lieutenant asked.

"No, I didn't," Murphy said.

"Well, you'll have to go back there and get it," the lieutenant said. "Then you'll have to go back to the hospital and get the dead man's belongings and his clothes."

"His clothes?" Murphy said.

"Yes, his clothes," the lieutenant said. "You'll have to put them in a bag and bring them back here."

Murphy and Fitzpatrick went back to the car and drove to El Nuevo Caribe, where they got the number of the liquor license. Then they drove back to the emergency ward. Their sergeant was there, talking to one of the nurses.

"Well," he said to Murphy. "I see they've got you working."

"Is he still on the table?" Murphy said. "I've got to get his clothes."

"You've got to fill out a Form 95, too," the sergeant said.

"Form 95?" Murphy said. "I thought the detectives did that."

"The detectives?" the sergeant said. "The detectives only do the brainwork in the case. You have to do all the rest, my boy. Were you supposed to pull a forty-eight starting tonight?"

"Yes," Murphy said.

"Well, you won't pull it until tomorrow night," the sergeant said. "You have more work to do tomorrow. In the morning you have to go downtown and witness the autopsy."

A CRUMPLED DOLLAR BILL

Murphy went into the emergency operating room. The man's body was still on the table. Murphy unbuckled his belt and pulled off his trousers. He reached into the pockets and found one crumpled dollar bill. A nurse handed him a white pillowcase and he stuffed the pants into it. He took off the bloodstained shirt. The sergeant stood in the doorway watching him.

"You don't need to bother with the socks," the sergeant said.

When Murphy left the operating room, carrying the bag of clothing, he noticed a group of Puerto Rican men standing in the corridor outside the door of the emergency ward. One of them approached him and touched him on the arm respectfully. The man nodded toward an older man in the group in the corridor and said in a low voice, "That is Ramon Soler's father." At first Murphy did not realize what the man was trying to tell him. Then he remembered that Ramon Soler was the name of the dead man. A nurse who was standing behind Murphy said to him, "I'll handle this." She went out into the corridor and talked softly to the men. After a few moments Murphy heard one of them say in a loud voice, "Dead?" He turned and saw Soler's father walking away from the group. Murphy and the nurse and the other men stood and watched him, saying nothing. He walked down the corridor until he was alone and then he leaned against the wall, with his head bowed, and stared at the floor.

Murphy looked at his watch and saw that it was 11:45. He and Fitzpatrick drove back to the station house and turned in the clothing, and Murphy sat down with a clerk to make out a detailed homicide report. As he was writing the station-house door opened and the sergeant, who had left the hospital in his own radio car a few minutes after Murphy and Fitzpatrick, walked in with his chauffeur, three hatless, frightened young men and a Chinese. The Chinese's face was covered with blood and he was wiping his eyes with a bloodstained handkerchief.

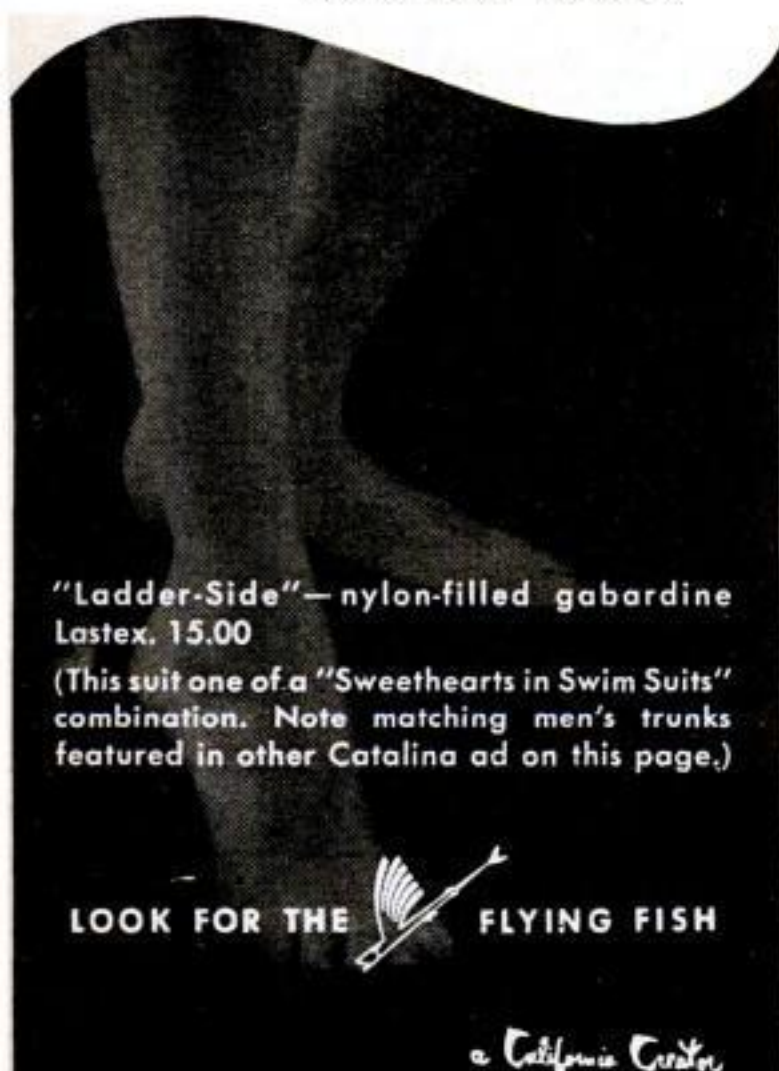
"Look what we found on our way home," the sergeant said. "They were working this Chinaman over in a hallway up the street. Business is good tonight, isn't it?"

Patrolman Kiernan, the station-house attendant, looked at the sergeant's knuckles. They were skinned and bleeding.

"I got some iodine downstairs," Kiernan said. "I had to use it on one of the boys tonight. We had a girl in here who bit him. I think you better put some on that hand, sarge."



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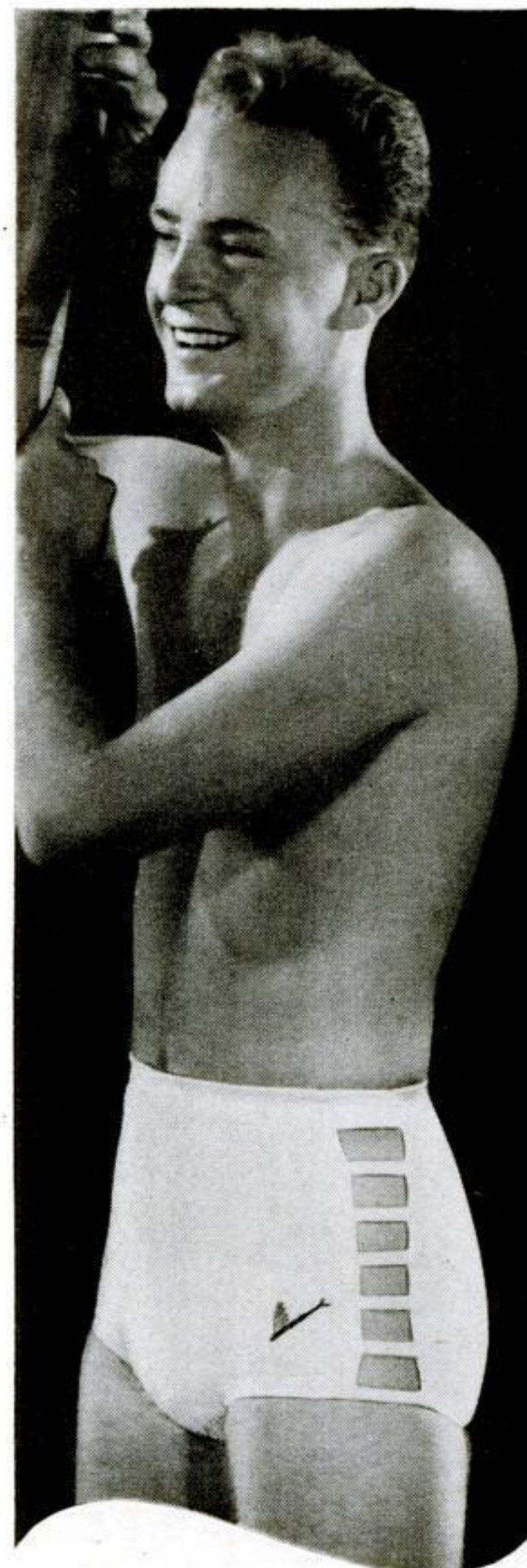
"Ladder-Side"—nylon-filled gabardine
Lastex. 15.00

(This suit one of a "Sweethearts in Swim Suits"
combination. Note matching men's trunks
featured in other Catalina ad on this page.)

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Lastex. 6.50

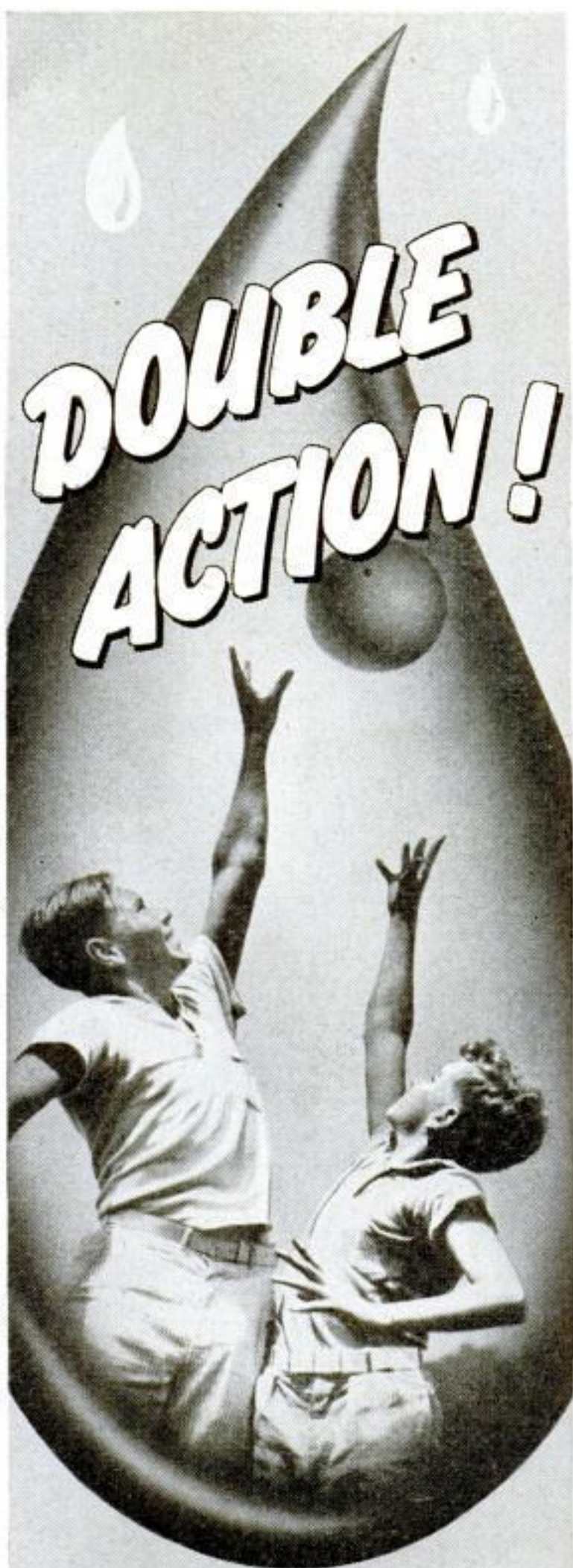
(These trunks one of a "Sweethearts in Swim
Suits" combination. Note matching women's
suit in other Catalina ad on this page.)

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NIGHT ON THE BEAT CONTINUED

"Believe it or not," the sergeant said, "you know how much money that Chinaman had on him? Fifteen hundred dollars. Imagine that, fifteen hundred dollars." The sergeant turned to the patrolman who had been driving his car. "Charlie," he said, "maybe we ought to go back and take another look around that alleyway."

"Things are really tough around here," Fitzpatrick said, looking at the sergeant's knuckles. "They even got the sergeants working."

It was almost midnight and the patrolmen on the 12 to 8 tour were lining up for roll call. Murphy finished his report, and he and Fitzpatrick climbed the stairs to the second floor to change from their uniforms to civilian clothes. As they were going into the locker room one of the other patrolmen who was coming off duty met them.

"Did you know the detectives got the guy?" he said to Murphy.

"What guy?" Murphy asked.

"The guy who did that killing you had tonight. They got him up in the Bronx. He's in there with the detectives now."

Murphy turned to Fitzpatrick. "The brother must have talked," he said. "Let's go in for a minute and take a look at him."

The detective headquarters was crowded with people. The girl and the dead man's father and his friends were there, along with Dizzy, who was being fingerprinted by a detective, and three or four Puerto Ricans who were either relatives or witnesses to the killing. In another corner of the room there was the sergeant's Chinese, still wiping blood from his eyes, and the three young men who had attempted to rob him. Murphy walked across the room to the detective who was handling the homicide case. A silent, worried Puerto Rican about 21 years old was sitting beside the detective's desk.

"That's him?" Murphy asked.

"Yeah," the detective said. "Murphy, would you mind standing here and keeping an eye on him for a couple of minutes? The man from the district attorney's office just came in and I have to ask him about something."

"Sure," Murphy said. He sat on the edge of the desk, looking at the Puerto Rican until the detective returned. Then he and Fitzpatrick went across the hall to the locker room and changed into their civilian suits. As Murphy was knotting his tie he called across the top of the lockers to Fitzpatrick.

"Boy, am I hungry, Pete." He stopped tying the knot and thought for a moment. "Why wouldn't I be hungry?" he said. "I didn't get a chance to eat all night long. You dragged me out of that joint on Madison Avenue before I had a chance to even order and we've been hopping ever since."

And so, on his way home to his three-room apartment in Knickerbocker Village, a housing project in lower Manhattan near the Brooklyn Bridge, Murphy stopped in Chinatown and bought some chop suey to take out. His wife Marie was waiting up for him. They ate the chop suey in the kitchen and talked and read the papers for a while before they went to bed.



AFTER MIDNIGHT Patrolmen Murphy (left) and Fitzpatrick leave for home, having spent eight hours handling everything from a blown fuse to a murder.

Lily white and daisy fresh



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Safe in all toilet systems—effective in hard or soft water. At your grocer's everywhere. Two sizes. The Hygienic Products Co., Canton 2, Ohio.

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26,000,000 Americans now read LIFE every week. This represents an increase of 15% over LIFE's previous weekly readership of 22,550,000.

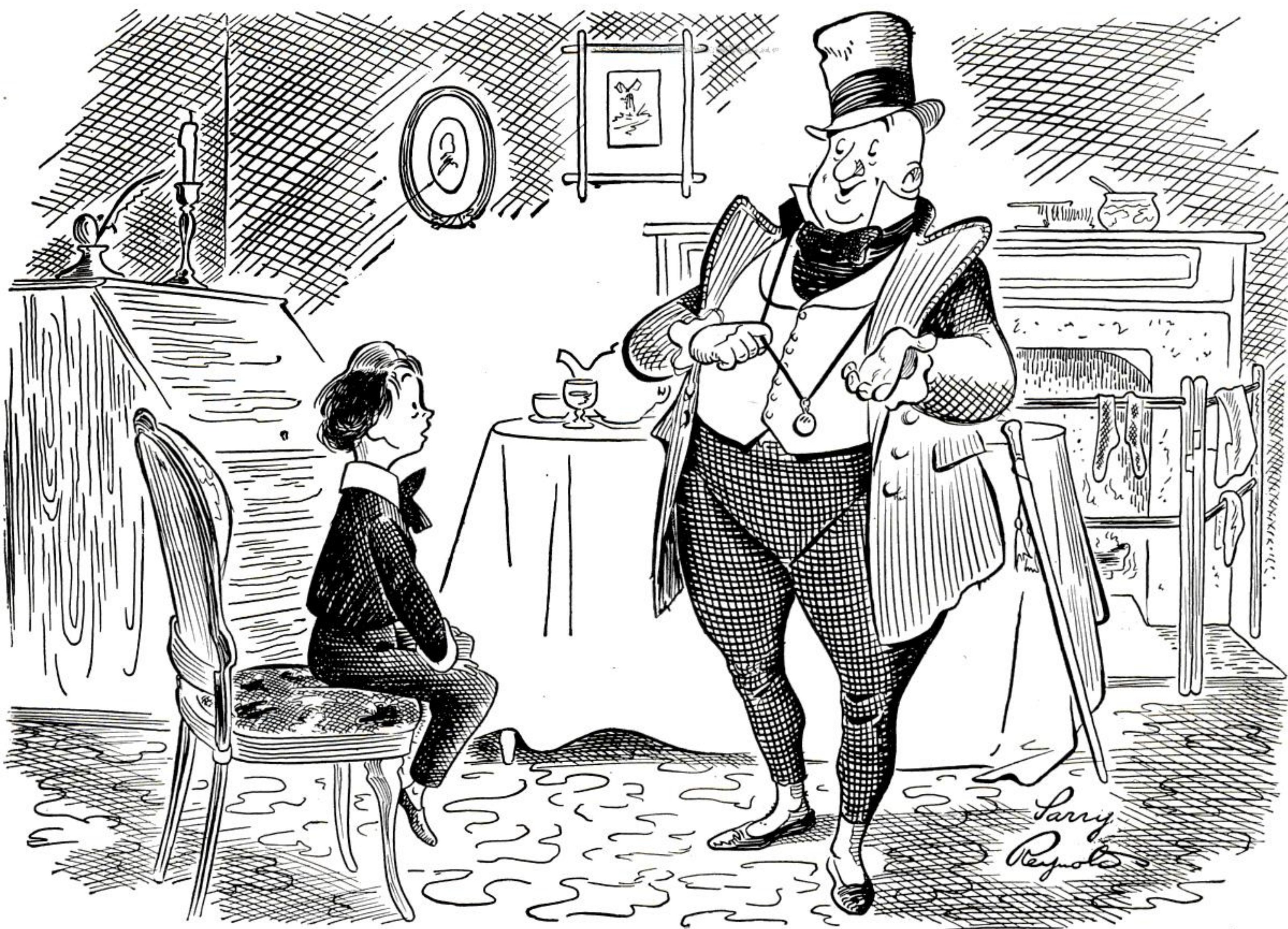
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GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD



Mr. Micawber was only half-right !

MR. MICAWBER's financial advice to young David Copperfield is justly famous. Translated into United States currency, it runs something like this:

"Annual income, two thousand dollars; annual expenditure, nineteen hundred and ninety-nine dollars; result, happiness. Annual income, two thousand dollars; annual expenditure, two thousand and one dollars; result, misery."

But Mr. Micawber was only half-right!

Simply not spending more than you make

isn't enough. Every family must have a cushion of savings to fall back on . . . and to provide for their future security.

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profession, and the Payroll Savings Plan is *not* available to you, then sign up at your bank for the Bond-A-Month Plan.

Each helps you build a nest egg of absolutely safe, 100% government-backed U. S. Savings Bonds. And these bonds make more money for you while you save. For after only ten years, they pay you back \$400 for every \$300 you put in them.

Join the Plan *you're* eligible for today! As Mr. Micawber would say: "Result, security!"



AUTOMATIC SAVING IS SURE SAVING - U.S. SAVINGS BONDS



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SPECIAL BED, SHOWN IN TRIPLE-EXPOSURE PHOTOGRAPH, KEEPS THE LUNGS OF PARALYZED PATIENT WORKING BY ROCKING HER GENTLY BACK AND FORTH



PASSIVE EXERCISE essential to the recovery of weakened muscles is possible in rocking bed and also in the two other new machines. This is an important advantage over confining iron lung, which makes manipulation of patient's limbs impossible.

ROCKING RESPIRATOR

Moving bed can free patients from the iron lung

The young woman on the moving bed above is almost completely paralyzed. Her arms and legs are useless. Her chest muscles are too weak even to expand and contract her lungs. She is one of the 8% of infantile-paralysis victims who could not have survived without machines to help them breathe and whose main hope for life in the past has been the massive "iron lung." Yet today she rests comfortably outside the steel confines of the huge respirator, kept alive by a mechanized bed, whose tilting action moves her diaphragm up and down, pushing air in and out of her lungs.

For several years scientists have been experimenting with machines which would enable paralyzed patients to breathe but which would leave their bodies free for massage and other treatment needed to hasten their recovery. The rocking bed, the chest respirator and the Spirodome (*p. 129*) are the most promising results of this research. Each has its own advantages: the rocking bed helps stimulate sluggish circulation; the light chest respirator is particularly useful when patients have to be moved; the complicated Spirodome adjusts itself to the breathing needs of the patient. None of the new machines will completely replace the adaptable and widely available iron lung. But they offer improvements in the comfort, nursing care and psychological state of patients and, through the variety of their design, give doctors the means of treating each case according to its particular requirements.

CONTINUED ON PAGE 129



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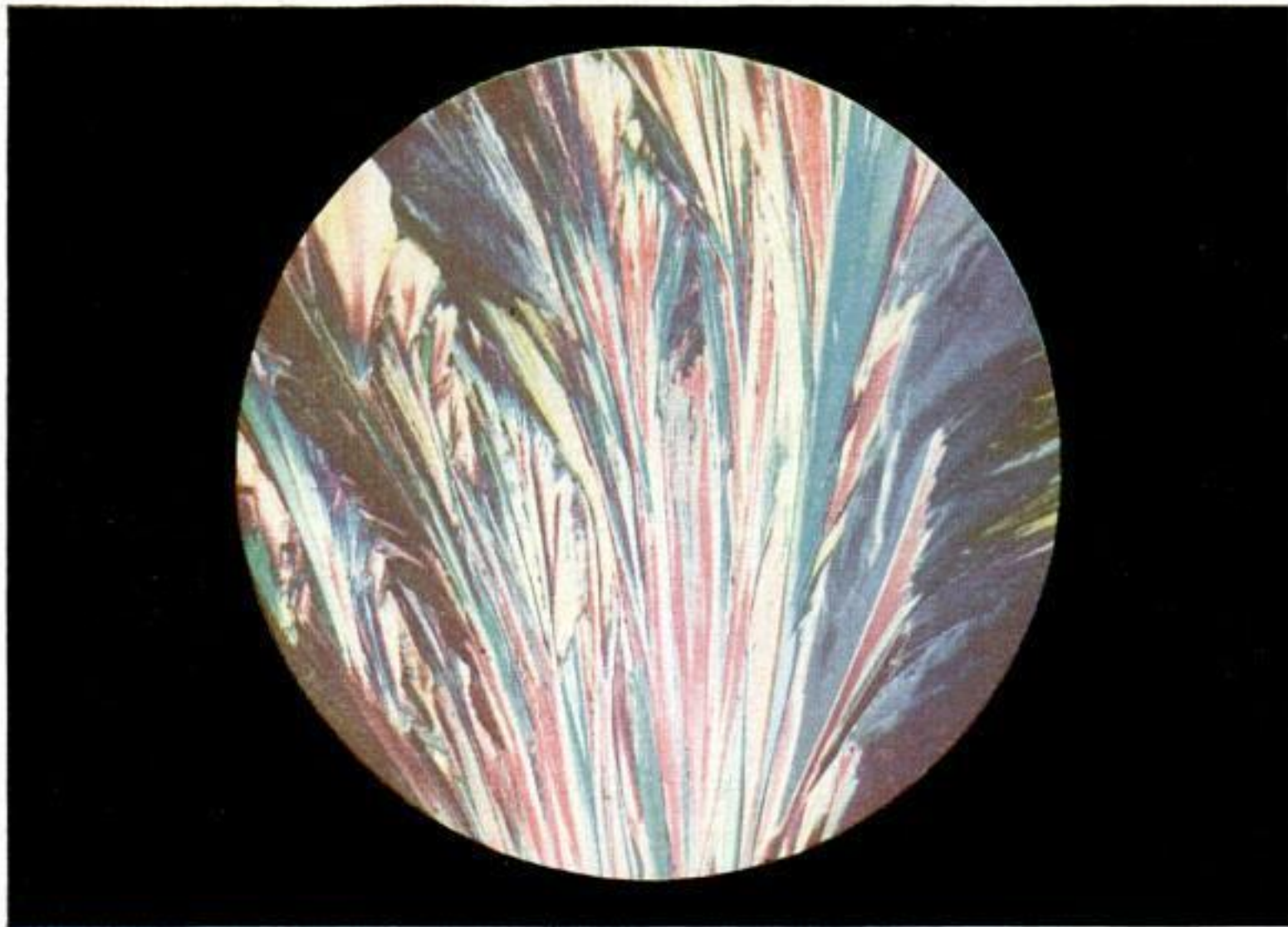
91.4% to be exact! When purchasers of Imperial were questioned in a nation-wide survey, 91.4% proved to be *repeat purchasers*. Yes, nine out of ten say Imperial again!

It's good to know... **IMPERIAL**
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No wonder nine out of ten say
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90 years at fine whiskey-making makes this whiskey good. 86 proof. Blended Whiskey. The straight whiskies in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.

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Phantasies of form and color as shown in Procaine, Hexobarbital Soluble, Barbitol, and Sodium Barbitol. Photomicrographs in polarized light with Nicol prisms.

what your doctor wants you to know about anesthetics

Milestones on the road toward the conquest of pain

A CENTURY AGO, surgical operations were crude and brutal affairs, performed only as the last resort. Extreme fright and pain were often as dangerous to the patient as the operation itself.

With the discovery of the sleep-inducing value of ether—only 102 years ago—the entire picture changed. With the patient relaxed in unconsciousness, surgeons became able to undertake operations formerly considered impossible, to work with relative safety in practically any part of the body, and to include patients of any age.

Today surgery has lost its terrors. Your doctor's skill is aided by a broad array of anesthetics suited to your physical condition and operation.

Before you approach the operating room, he orders drugs to dull your fears, produce drowsiness, and create a feeling of security. Among these are the opiates (morphine, codeine, methadon)—the belladonna family (atropine and scopolamine)—or the barbiturates (phenobarbital, pentobarbital sodium,

intravenous barbiturates). Tribromethanol solution, given rectally, is useful in some cases.

For the actual operation, your doctor may choose a general anesthetic, under which you remain unconscious—or a local anesthetic, which blocks off pain in a given region.

Of the general anesthetics, ether is still most widely used, either alone or with gases and other agents. Vinyl ether is valuable in short operations. Cyclopropane, nitrous oxide (laughing gas) and ethylene are anesthetic gases which are used in many types of operations. The barbiturates are occasionally given by vein to produce light anesthesia, in short cases, or to supplement spinal anesthesia.

Local anesthetics (procaine and tetracaine) relieve pain in one area, with-

out producing complete insensibility. These drugs are also used for spinal anesthesia and for caudal anesthesia by abdominal surgeons and obstetricians. Ice packing (known as refrigeration anesthesia) is used in certain amputation cases where the patient would be a poor risk for other agents.

No matter what type of anesthetic you require—for a major or minor operation or for childbirth—your doctor is equipped to order it for you. Meanwhile science goes on, experimenting and testing to find new methods of conquering pain.

Consult your doctor when you are ill. Follow his directions implicitly. Next to your doctor, your druggist is the most important guardian of your health. His skill, knowledge and integrity are always at your service.

Rexall Drug Company manufactures a complete line of superior pharmaceutical and drug products, sold in Rexall drug stores everywhere.



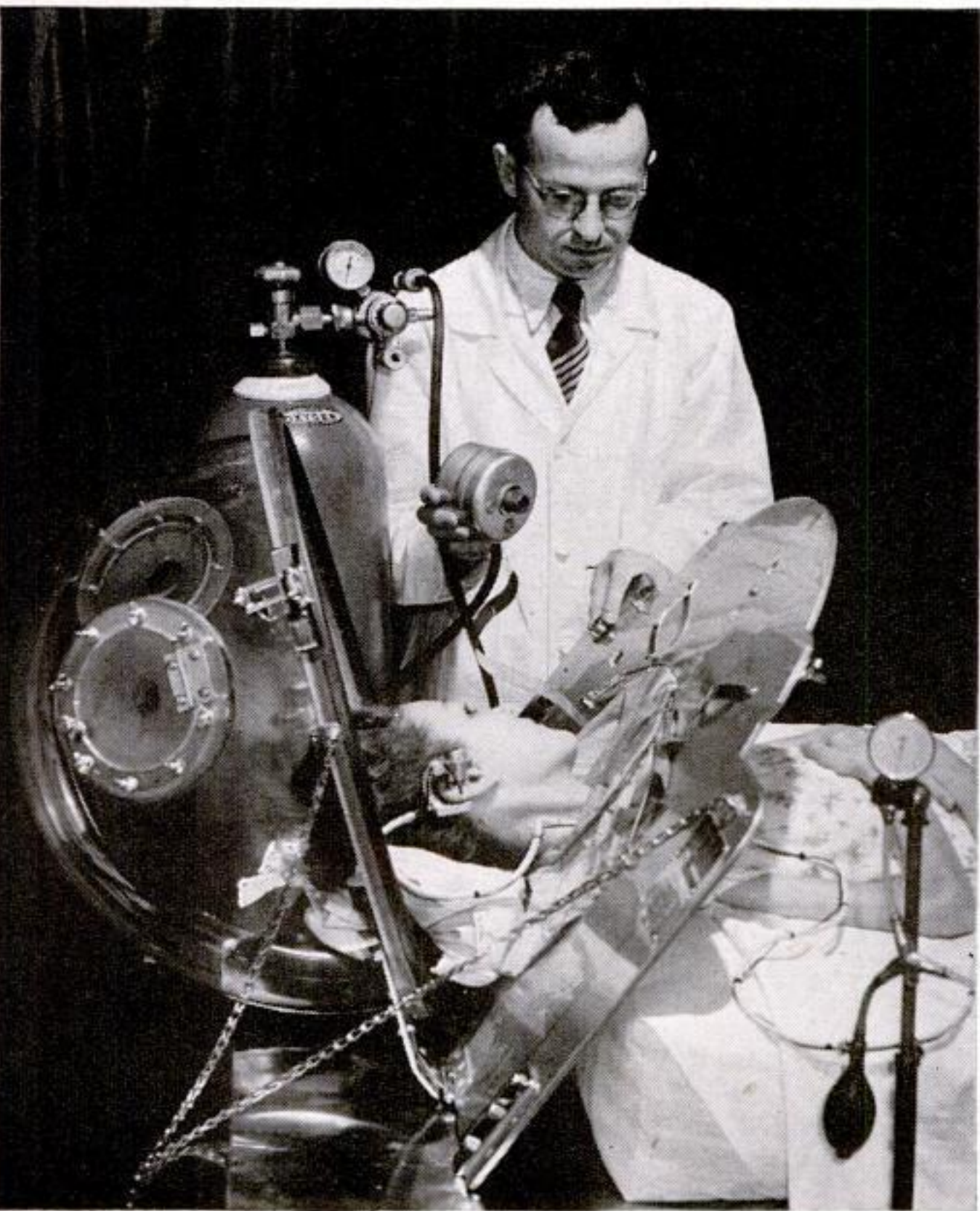
DRUGS

You can depend on any drug product that bears the name Rexall.



CHEST RESPIRATOR

Simplest of the new respirators, the chest type has the special advantage of being portable. Lightweight (2 pounds) Lucite shell fits snugly and comfortably over the patient's chest. An electric vacuum pump (lower right) rhythmically changes pressure inside the shell to make the lungs expand and collapse.



SPIRODOME

Combining functions of respirator and oxygen tent, this experimental machine is designed to give patient exact amount of air pressure and oxygen he needs for normal breathing, and no more. Hinged plastic dome locks to plate fitted around the neck, leaving the rest of body free. If the patient's breathing begins to fail a special valve opens and air is pumped in and out of lungs. Device attached to ear keeps continuous record of the amount of oxygen in the blood.

Pedestrians LIVE ^{longer} in Connecticut



For the fourth time the National Safety Council has named Connecticut the "safest state in the nation." Traffic mileage death rate (deaths for each 100 million vehicle miles) is 4.3 — one half the national rate.

THIS STATE HAS ANALYZED ACCIDENT HAZARDS AND REDUCED THEM TO A MINIMUM.

Even SUNGLASSES have been brought under supervision

BECAUSE:

- 1. Poor lenses may create distortion, and distortion when driving may cause injury and even death.
- 2. The average citizen is not trained to detect distortion in sunglass lenses.

If your state does not as yet offer similar protection--
You should protect yourself--

- 1. By insisting on sunglasses with lenses that meet the highest optical performances specified by the National Bureau of Standards.
- 2. By not being misled by prices — because you can always buy sunglasses with lenses that meet these requirements, whether it be for 25 cents or 25 dollars.

GOOD SUNGLASSES HAVE

LENSES that suit your EYES
FRAMES that suit your TASTE
PRICES that suit your POCKET

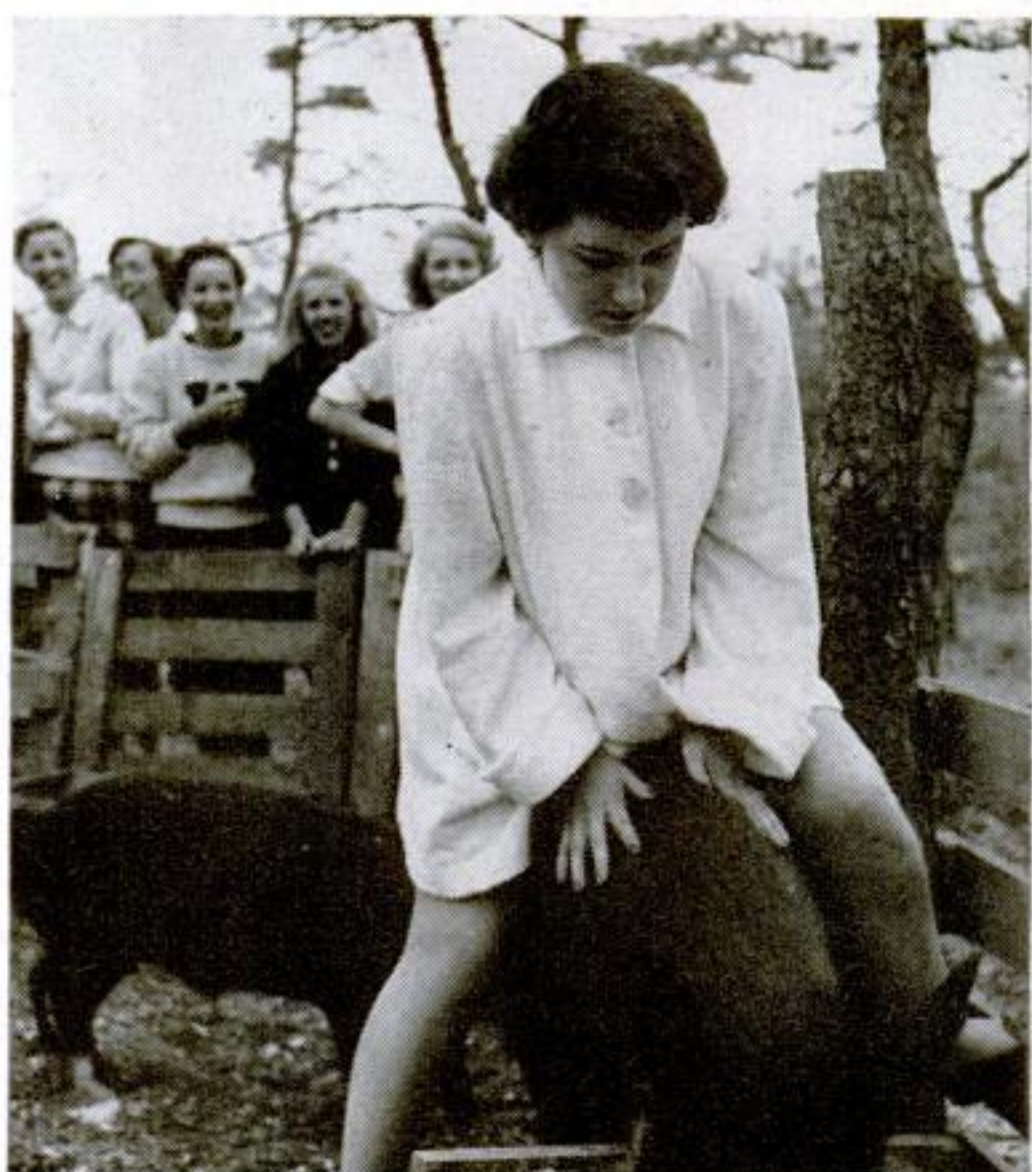
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IN THE LARGE LIVING ROOM THAT FILLS CHATHAM LODGE'S FIRST FLOOR, WELLESLEY SORORITY GIRLS PLAY CARDS AND FIX FOOD FOR AN EVENING BARBECUE.



SORORITY COMEDIAN, Senior Sally Gately, tries to straddle a sow nosing in the slop trough on the property.



ANNOYED SOW, called Tar Baby by the lodge owner, backs away from the slop trough to shake off Sally.



UNSEATED, Sally is covered with dirt. But she got to her feet at once and tried to feed the sow with a spoon.



WITH SUNSHINE TO START THEIR WEEKEND THE GIRLS PLAY LEAPFROG ON THE BEACH



AS THE SKY CLOUDS UP, THEY RAKE THE BEACH FOR SOFT-SHELL CLAMS

Life Goes on a Sorority Weekend

Wellesley, Mass. high-school juniors give a party for the seniors in their club at a lodge on Cape Cod

The sorority age, which falls midway between the bubble-gum and prom-trotter periods, finds girls fleetingly interested in giving parties for each other. At one such party the juniors of Sugar 'n Spice (the "cute" name embarrasses them) sorority of Wellesley, Mass. high school entertained the senior members over Memorial Day weekend. Although it was planned as a surprise all the seniors knew the party

was coming. In any case it was tremendous fun for all 24 girls who went.

The place was the resort town of Chatham, in the elbow of Cape Cod, where the girls rented a whole lodge for the weekend for \$25. On Saturday, a good sunburning day, they drove to the Cape in overloaded cars, disported on the beach and that night gave a barbecue. The singing and heart-to-

heart talks lasted until 3 a.m. The rest of the weekend turned rainy but failed to dampen the girls' spirits or keep them from going clamming or horseback riding on Nauset Beach (*below*). Some of the girls went sailing (*cover*) and one took to horseplay with a local sow (*opposite page, bottom*). As conspicuous as a picket with squeaky shoes was the only young male in evidence, the son of the lodge's owner.



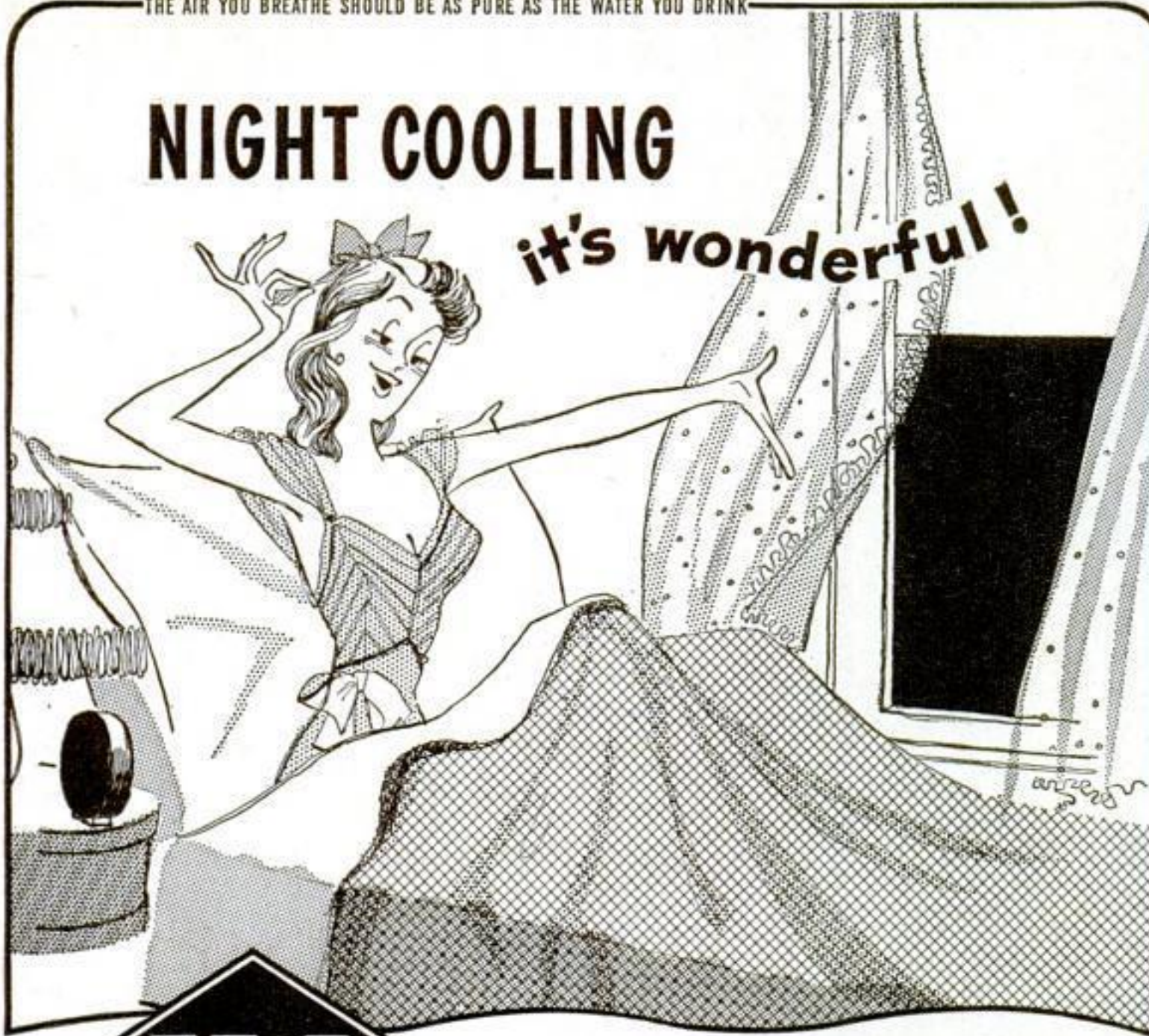
RIDING ON NAUSET BEACH, Juniors Pat Reynolds and Janet Heaton turn their horses up the dunes. Nauset Beach, which stretches along the Atlantic side of the Cape,

has been formed since the Pilgrims sighted "roaring breakers" in the region and turned the *Mayflower* north to safer anchorage near present-day Provincetown in Cape Cod Bay.

THE AIR YOU BREATHE SHOULD BE AS PURE AS THE WATER YOU DRINK

NIGHT COOLING

it's wonderful!



ILG

VENTILATION

Now you can sleep restfully, even on hottest nights, and arise refreshed in the morning! A quiet ILG System flushes out the blanket of sticky daytime heat . . . draws in delightful, cool nighttime air . . . drops house temperature 5° to 15°. See dealer or send for FREE Bulletin 614



ILG ELECTRIC VENTILATING CO., 2801 N. Crawford Ave., Chicago 41, Ill.
Offices in more than 40 Principal Cities—Consult Classified Phone Directory.

AMAZING THING! *By Cooper*

SENSATIONAL NEW **TING**
FOR
**ATHLETE'S
FOOT**

—REGULAR USE HELPS
RELIEVE ITCHING—
SOOTHES BURNING
BETWEEN CRACKED,
PEELING TOES—
AIDS HEALING
AMAZINGLY!

**TING FOR
TOES!**



DURING
WAR USED
IN
HOSPITALS
NOW
RELEASED TO
DRUGGISTS,
GUARANTEED,
**TING MUST
SATISFY YOU
IN A WEEK—
OR
MONEY BACK!**



IN LAB TESTS
**TING PROVED
EFFECTIVE IN
KILLING SPECIFIC
TYPES OF ATHLETE'S
FOOT FUNGI ON
60 SECOND
CONTACT!**



COPR. 1948 PHARMA CRAFT CORP.

EVEN IF OTHER PRODUCTS*
HAVE FAILED, TRY
AMAZING **TING** TODAY!
GREASELESS, STAINLESS!
ALL DRUGGISTS
ONLY 60¢



... ALSO AVAILABLE IN THE NEW \$1.00 ECONOMY SIZE.

Sorority Weekend CONTINUED



GIRLS WAKE UP GIGGLING AT PLIGHT OF SALLY GATELY (IN BLANKET),

RETRIEVING HER CLOTHES from the antlers, Sally Gately climbed up the lodge balcony with a boat-hook-sized poker. She finally hooked them all.





WHOSE CLOTHES THEY TOSSED UP ON THE ANTLERS THE NIGHT BEFORE

PAJAMAED SENIOR, 17-year-old Marilyn Cardwell (cover), moved her bedding down to living room for the night when her bedroom developed leaks.



HASPEL

REFRESHABLE CLOTHES

TRADE MARK

Hot "Summer Daze" won't slow-up men who keep cool, crisp, well-dressed, in whisper-weight Haspel suits. Easily cleaned for constantly fresh, smartly groomed use.

HASPEL SEERSUCKERS & CORDS

Traditional hot weather favorites. Easily washable... handsome to wear. **\$20.50**

HASPEL SIR PREME

Exclusive blend...durable cotton and rich Celanese* rayon. Corded stripes...luxurious luster. **\$25.50**

HASPEL CELANESE*

The "refrigerated" fabric that's woven exclusively for Haspel. **\$28.50**

*REG. U.S. PAT. OFF.



The Haspel label...the mark of the genuine...is your protection. Sold only by cooperating dealers who subscribe to the Haspel policy of product superiority and consumer satisfaction.



HASPEL BROS., INC., NEW ORLEANS 11, LA.

THE SMARTEST COOL SUIT...THE COOLEST SMART SUIT

Refrescante!

"Refreshing as the mountain air,
Deeleeshus taste and fragrance rare,
Merito ees the mountain rum,
That makes your dreenks with flavor hum!"



Zest and tang and the clean, clear taste of rum from sunny hills! That's Merito Rum, Senior! The distinctive "mountain" rum with the finer, smoother flavor. Well you know—the better the rum, the better the drink. So—better ask for Merito Rum!



Send for free Merito Rum Recipe Booklet

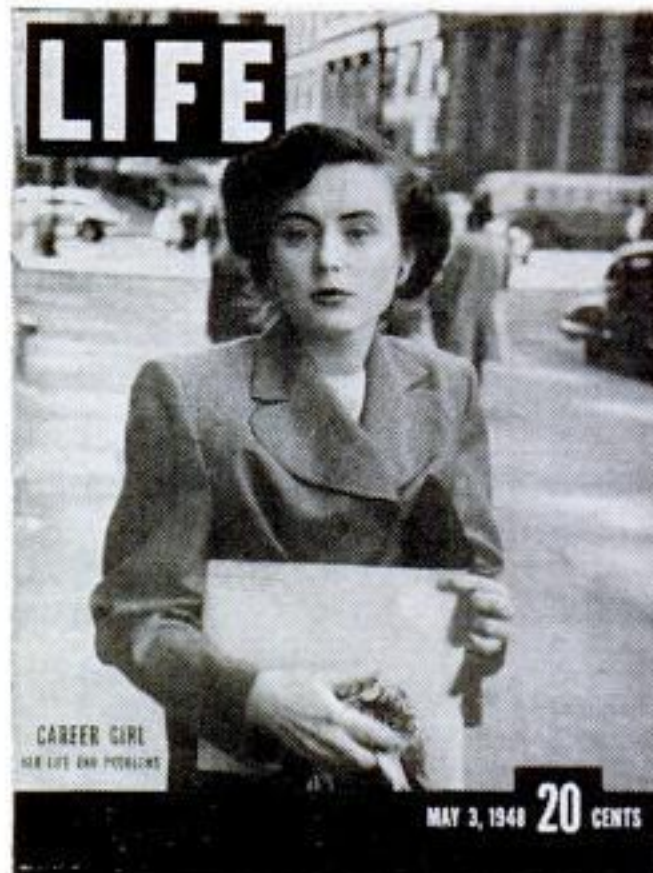


MERITO RUM

THE PUERTO RICAN MOUNTAIN RUM

AVAILABLE IN BOTH GOLD AND WHITE LABEL. 86 PROOF. WRITE NATIONAL DISTILLERS PRODUCTS CORPORATION, DEPT. L4, P.O. BOX 12, WALL STREET STATION, NEW YORK 5, N. Y.

MISCELLANY



LIFE COVER portrayed Gwyned carrying an envelope on which the name of her employer, Newell-Emmett, was modestly printed. Since story appeared she has received 300 letters, 600 phone calls, two proposals, is testing for four movie companies.



NEWELL-POST COVER simulated LIFE's but somewhat increased the size of Newell-Emmett name. Since his story appeared, Career Man Green has received three offers from girl co-workers to knit socks for him, a lot of office ribbing but no movie offers.



Original LIFE story told how Gwyned hastily breakfasts near home each morning on two slices of toast and a cup of coffee, explained that the counter girl invariably greets her with "How are things in St. Charles, Mo. today, baby?"



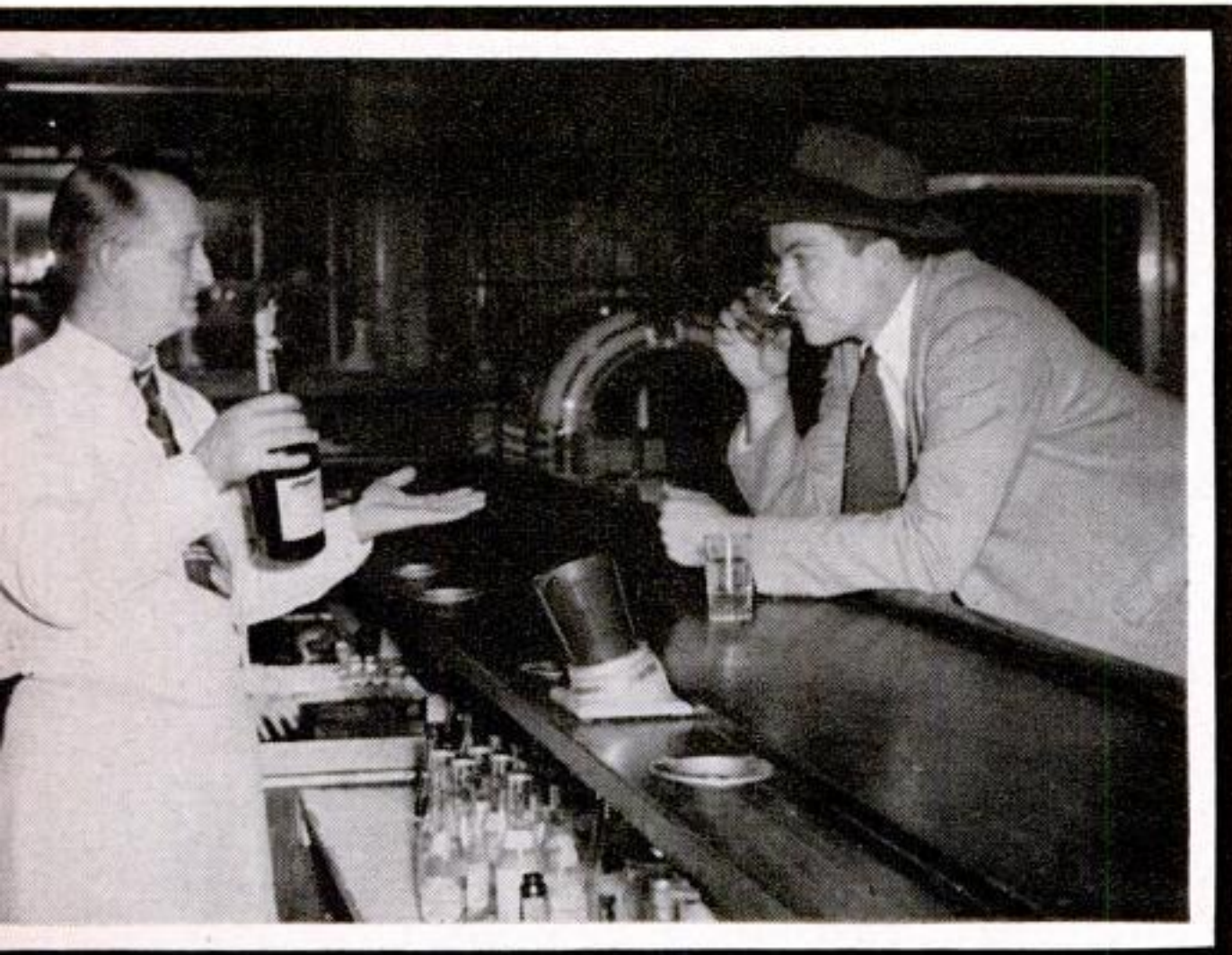
After a telephone squabble with her boyfriend, LIFE reported, Gwyned burst into tears on roommate's shoulder. It was explained that because of the strain of her new career, trivial happenings like this could occasion such outbursts.

"CAREER MAN"

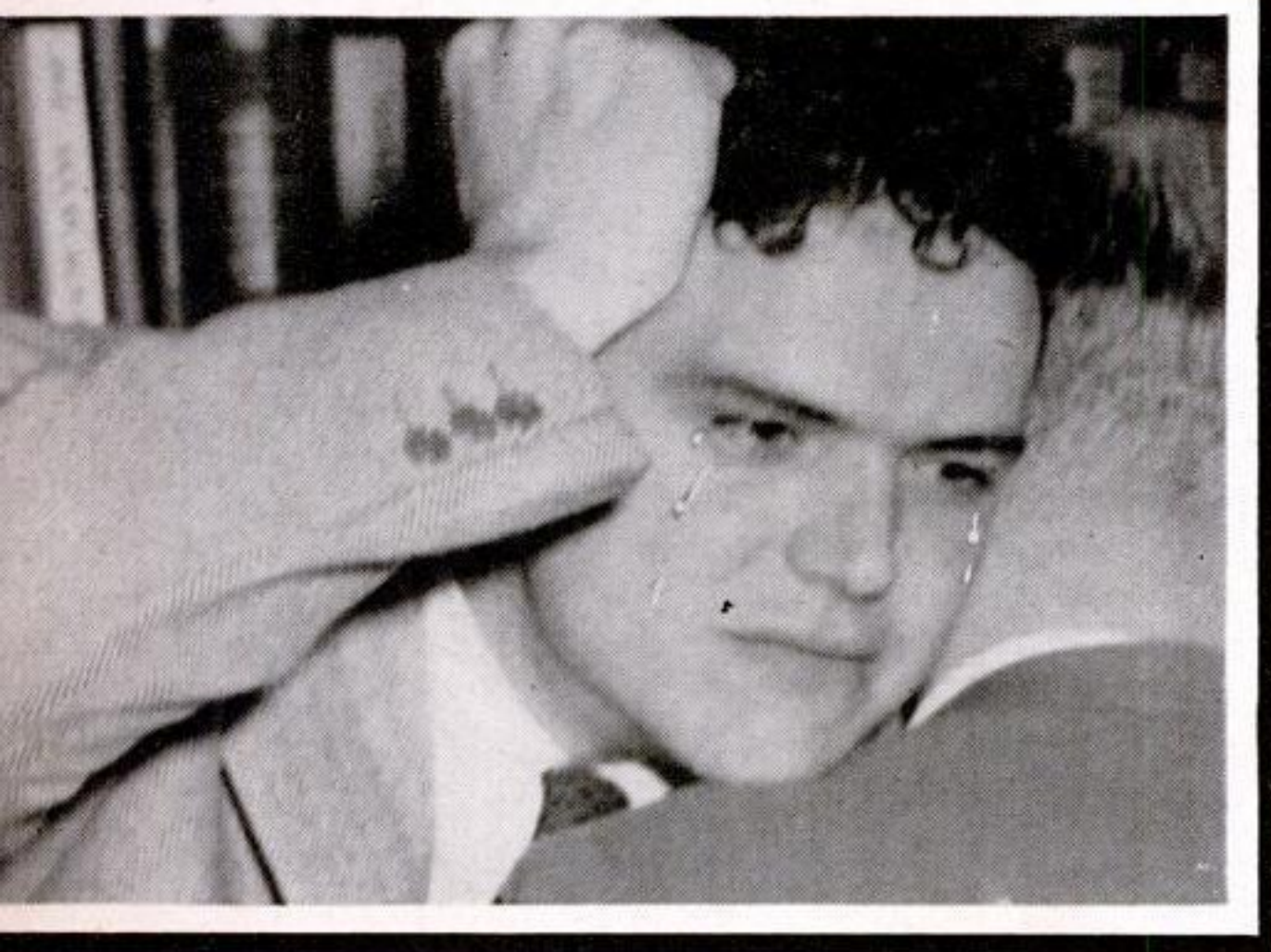
Ad agency magazine kids LIFE's career girl

LIFE's study of the problems of a girl seeking a New York advertising career (LIFE, May 3) attracted wide attention. Some of that attention came from the *Newell-Post*, house organ of the advertising agency for which Career Girl Gwyned Filling works. Last week it solemnly published a similar story. Corresponding pictures and captions from both stories appear below. The *Newell-Post* introduced its Career Man with:

On an undistinguished fall afternoon of 1920, Mrs. Stanislaus Green, of husky peasant stock, laid aside her hoe and gave birth to a squalling, nondescript male child. Asked what he should be called, she murmured dreamily, "Name—shname—call him John. I seen it in a book somewhere." . . . After working his way through Princeton by picking cranberries in southern New Jersey, John came to New York. . . . Week after weary week he knocked on doors . . . until that day in November when he found the right street (by discreet inquiry), took the right elevator (they were running that day) and walked into an advertising agency. . . . After nine months . . . he has acquired expensive tastes. . . . The exciting complexity of his life might seem to obscure John's chief ambition. But John does not forget. He does not know how or when he will be able to commute from Westchester but even as he works he knows he must find the answer.



Newell-Post caption: A hasty breakfast in a midtown restaurant consists of a mixture of various healthful juices. Nick, genial boniface, invariably greets John with "How are the cranberries today, big boy?" John also likes having midnight snacks.



Newell-Post caption: Friends usually find John a very stable individual. But sometimes he cries. After hearing of the Princeton crew's loss of a race to Harvard, he bursts into tears on a friend's shoulder. John relaxes nights by doing his laundry.

CONTINUED ON NEXT PAGE



Get set for ACTION in B.V.D. Play Sets



Your sails are set for smartness and comfort when you get wind of these "B.V.D." play sets. Action-lovers say B.V.D. tailoring gives them freedom from bunching, binding and crawling. Wear the smart Regatta Pattern shirt two ways...with matching Boxer swim trunks, or with solid color slacks. For man-tailored fit and easy-sailing style, here's your perfect dual in the sun!

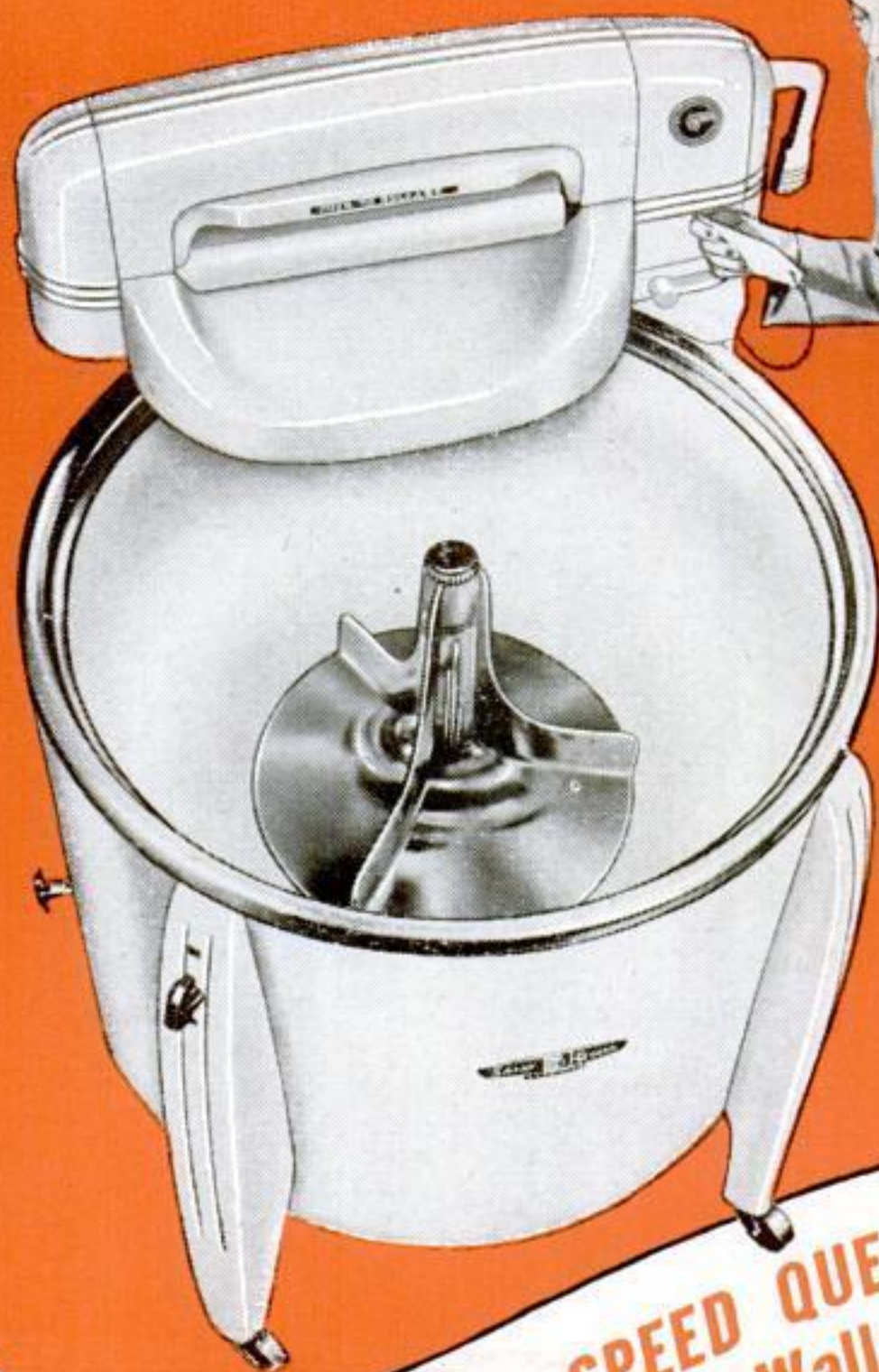
B.V.D.
BRAND

"Next to myself I like 'B.V.D.' best!"

THE "B.V.D." AND "REGATTA" TRADEMARKS ARE REG. U.S. PAT. OFF.

"OH, LOOK, JOHN . . .

here's a pleasant surprise"*



*** A Double-Wall SPEED QUEEN Costs LESS than Most Single-Wall Washers!**



Most washers have just a single-wall, flat-bottom porcelain tub. The Speed Queen, however, has a double-wall bowl-shaped tub nested inside a full-length steel "chassis." This double-wall construction is sturdier—protects the porcelain tub — keeps the water piping hot. And the bowl-shaped tub gets clothes cleaner, faster.

Do you want a pleasant surprise? Then go to your nearest Speed Queen dealer and check Speed Queen prices. Have him show you (1) how a Speed Queen saves you money; (2) how it washes faster and cleaner; (3) why it lasts years longer; (4) why upkeep cost is virtually nothing; and (5) why over 1½ million Speed Queen users are so thoroughly satisfied. See your dealer this week, or write the factory for Folder "E".

IRON IN HALF THE TIME

Your home laundry is not complete without a Speed Queen ironer. Ask your Speed Queen dealer for a demonstration.

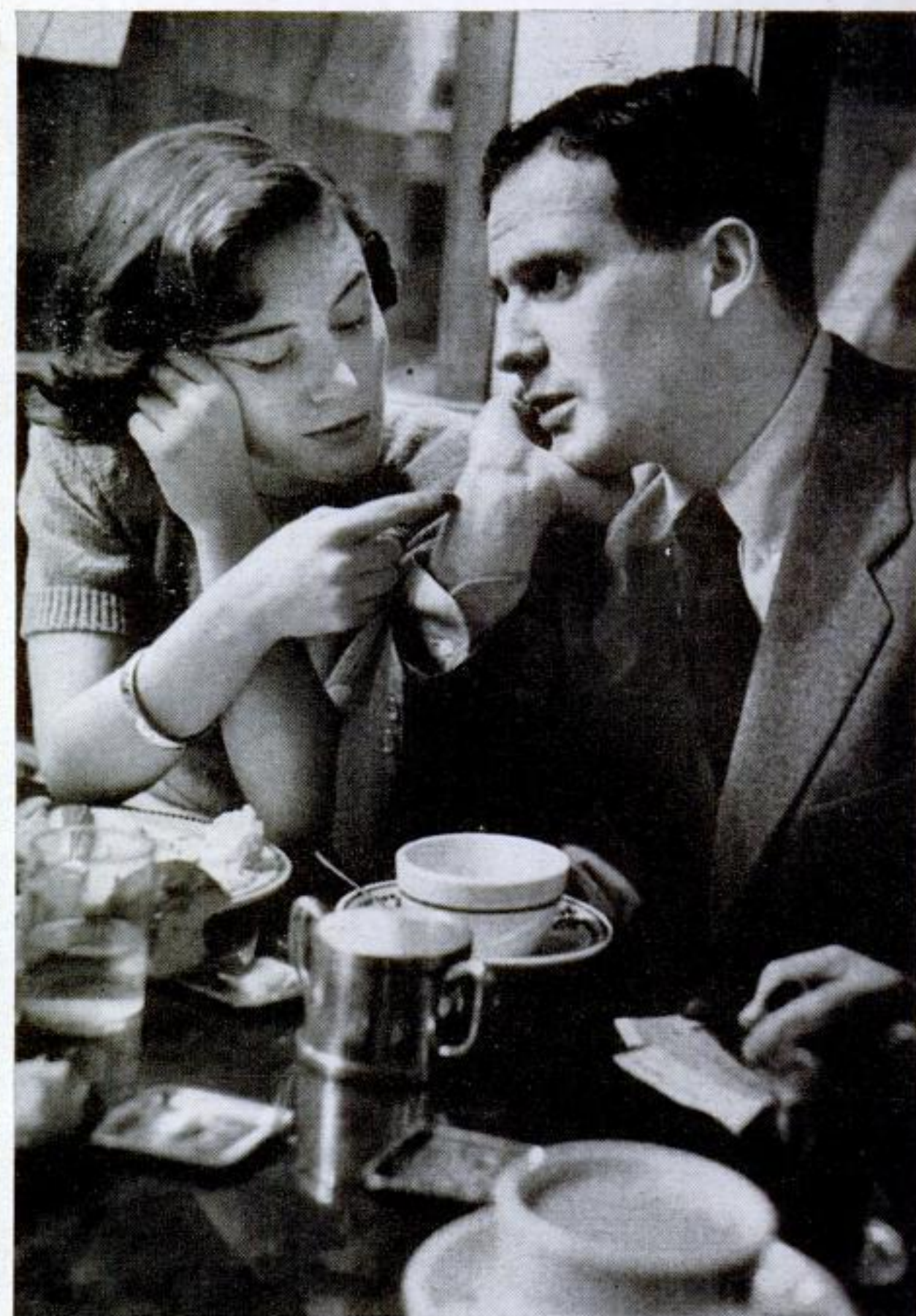


BARLOW & SEELIG MFG. CO. • RIPON, WISCONSIN



Specialists in Home Laundry Equipment Since 1908

"Career Man" CONTINUED



Original story told how Gwyned "occasionally feels a need for masculine reassurance" like Charlie's (above), commented: "idly she touches his wrist with her finger while Charlie talks of something far away."



Newell-Post caption: John recently heard of a nice girl in his own office and has been bold enough to take her out for coffee. Idly he touches her wrist with his finger while she thinks of someone far away. (The girl is Gwyned.)

Yes... the finest in 65 years
THE FINEST THREE FEATHERS EVER BOTTLED!



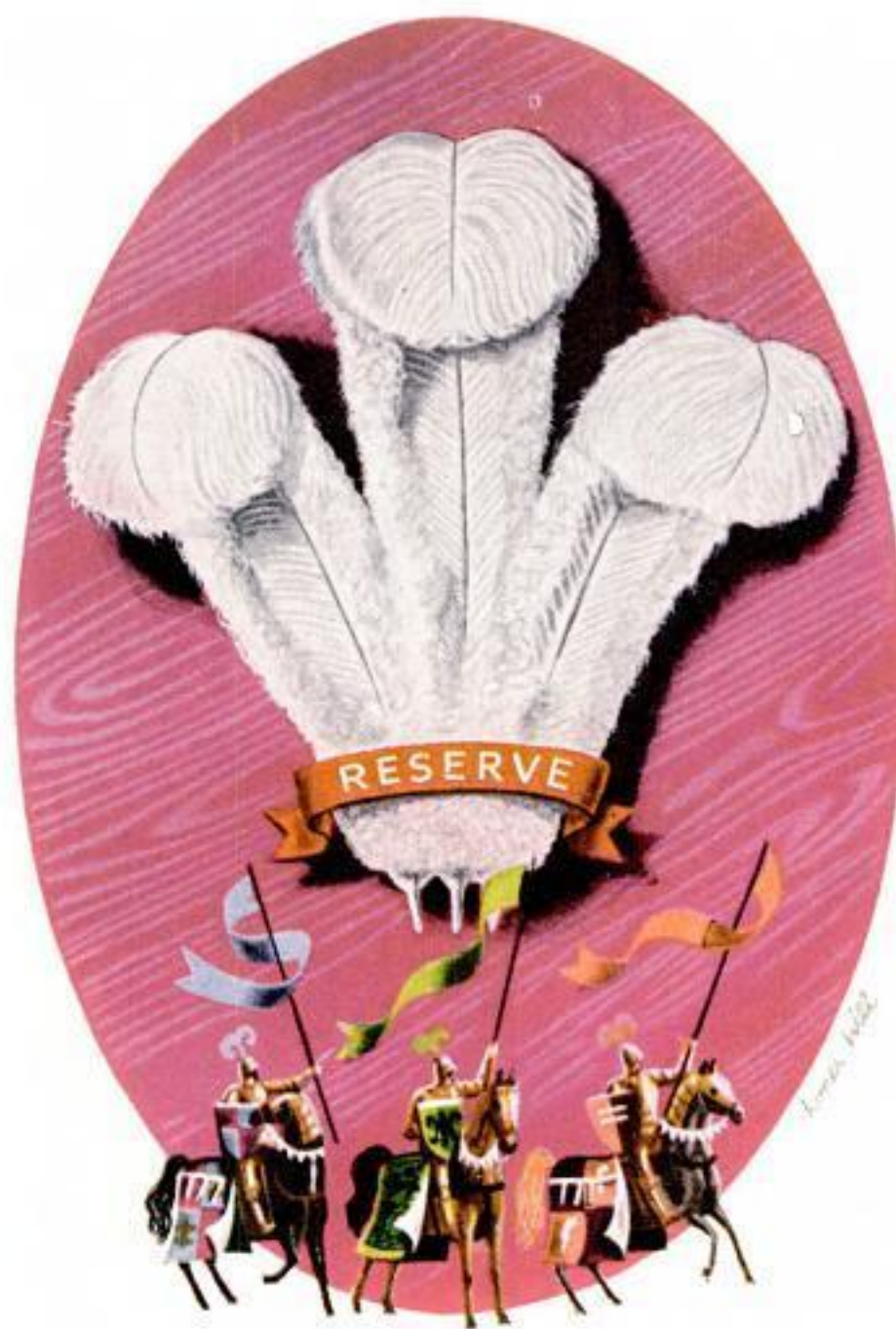
1. Judge its NOBLE FLAVOR

*Drawn from treasured reserves of
fragrant whiskies blended with choice,
mellow-natured grain neutral spirits.*



2. Judge its RARE BOUQUET

*A grand aroma, subtly delicate yet
richly deep—the unmistakable bouquet
of true excellence in whiskey.*



3. Judge its
GENIAL CHARACTER

*It is these three great qualities which
distinguish today's Three Feathers—
finest bottling in all our 65 years.
Blended to an incredible lightness,
remarkably gentle-natured—we believe
you will find it the pleasantest whiskey
you have yet enjoyed. Judge it for yourself.*



THREE FEATHERS
Choice of Good Judges

BLENDED WHISKEY, 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. THREE FEATHERS DISTRIBUTORS, INC., NEW YORK

*L.S./M.F.T.
Lucky Strike means Fine Tobacco*



Lucky Strike *presents* **The Man Who Knows —**
The Tobacco Auctioneer

"I'M A TOBACCO MAN...born and raised in the tobacco business, and season after season, I've seen the makers of Lucky Strike buy tobacco that's mild, ripe and mellow...fine tobacco that tastes good and smokes good."

D. H. Huffines

D. H. Huffines, independent tobacco auctioneer of Reidsville, North Carolina, has been a Lucky Strike smoker for 29 years



LUCKY STRIKE MEANS FINE TOBACCO

So round, so firm, so fully packed — so free and easy on the draw

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